



# LIFE

## THE FUN OF BEING A GRANDSON

AMERICA'S ARTS AND SKILLS IV  
CLASSIC MAGNIFICENCE

BILLY CONNER  
WITH GRANDDAD

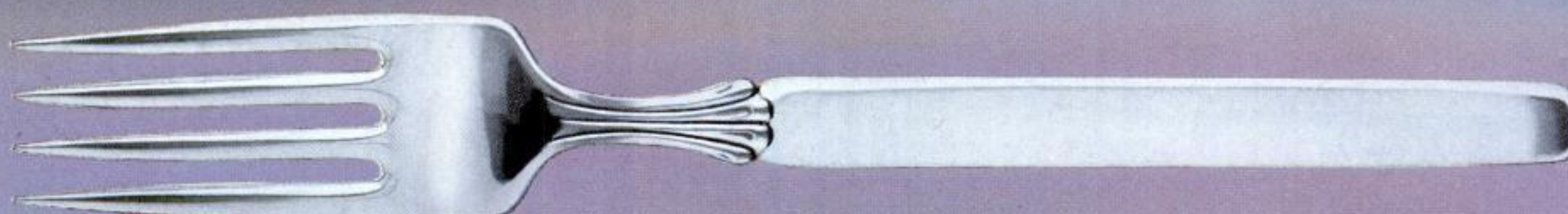
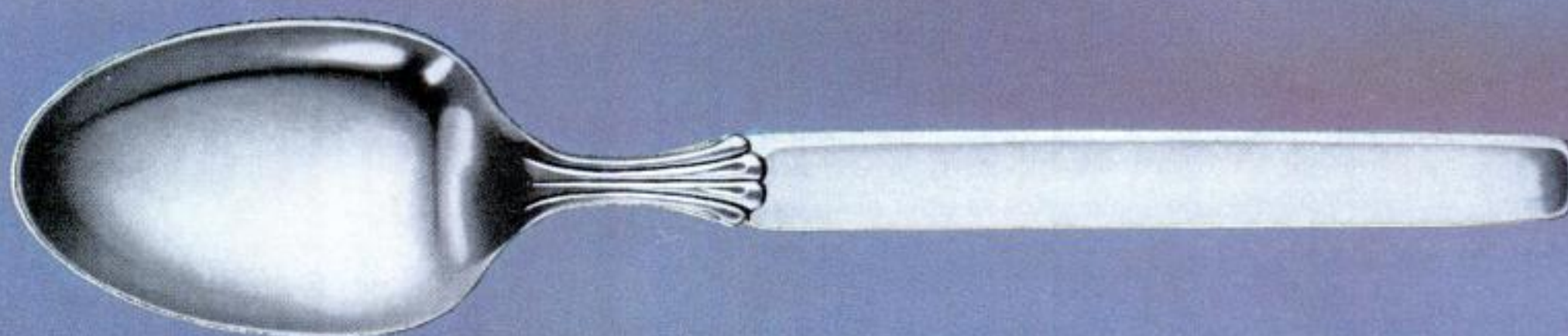
20 CENTS

AUGUST 29, 1955

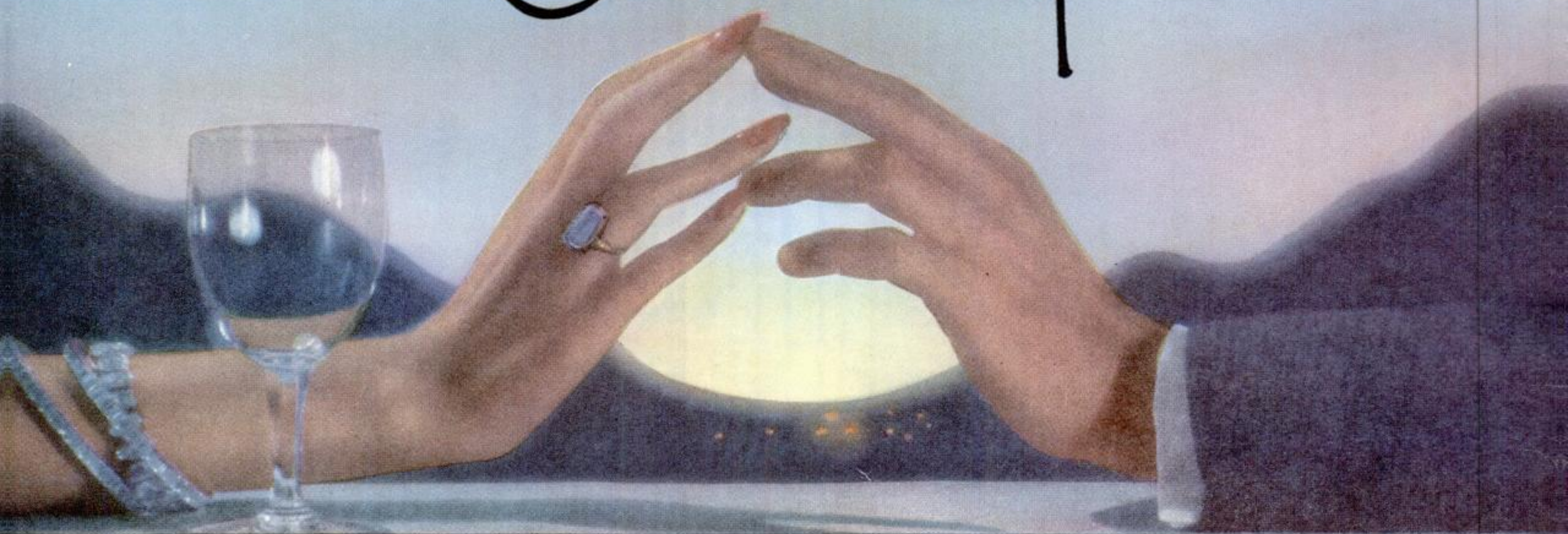


A brilliant new pattern breaks across the boundaries of both modern and traditional

# TWILIGHT



in  
*Community*



**VERY SPECIAL INTRODUCTORY OFFER!**



Only \$2.95, this regular \$6.00 value! Gift-boxed set of 4 fruit spoons in *Twilight*\* pattern. Ideal for grapefruit, oranges, melons and other fruits. But hurry! Your jeweler or favorite silverware department will have these fruit spoons for a limited time only!

Forget all you've heard about silverware design. Here is a pattern that sets a new standard for both old and new . . . created for you whose fine taste is instinctive! Each separate piece is newly proportioned . . . individually designed. Each piece is modeled with pleasing symmetry . . . rich simplicity of design . . . gently soaring handles. Truly, here is modern as ageless and appealing as a work of art, with beauty and quality unmatched by any other silverplate. 54-pc. service for 8, in beautiful anti-tarnish drawer chest, only \$84.75. *Community*\* . . . proudly made and guaranteed by Oneida Ltd. Silversmiths.

\*TRADEMARKS OF ONEIDA LTD., ONEIDA, N. Y. COPYRIGHT 1955, ONEIDA, N. Y.

TODAY'S LOOK IN FINE SILVERWARE

Copyrighted material



## THE Nodding Nightingale

You'll recognize this Road Bird by his heavy eyelids and nodding head. He's usually found out late at night, half-asleep at the wheel, and trying to make just a "few more miles."



THE

## Smart Bird

doesn't try to do all his driving in one day. He beds down for the night when he finds himself getting tired—or pulls off the road for a refreshing forty winks if he must go on.

The Smart Bird also gets wide-awake engine performance. He uses premium gasoline. He knows premium gasoline has a higher octane rating. That means greater protection against "knock"...more available power for added driving pleasure.



# It's smart to use *premium gasoline*



**ETHYL**  
CORPORATION



## A moral mandate for Americans 31



WITNESS POINTS ACCUSING FINGER AT DEFENDANT DURING COURT-MARTIAL

As one American ex-prisoner of war is tried and sentenced for turning against his fellow soldiers, a remarkable report sums up the many grim lessons of the Korean prison camps and enunciates a new code of behavior for U.S. fighting men who are captured.

## The fun of being a grandson 99

Six-year-old Billy Conner and his grandfather are bound in special companionship by the nearness of their homes and love for one another.



BILLY AND GRANDDAD

## When America went Greek 58

In the 1800s the U.S. turned for inspiration from our colonial past to the classic style of ancient Greece. Part IV in America's Arts and Skills series.



GREEK REVIVAL HOME

## Breakthrough in Korea 76



AN AMERICAN SOLDIER GUARDS AN ENDLESS COLUMN OF CAPTURED RED KOREANS

In Part III of his authoritative "MacArthur's Rendezvous with History," Major General Courtney Whitney tells how Douglas MacArthur turned near disaster into resounding victory on the Inchon mudflats.

### COVER

Billy Conner of Batesville, Ark. holds onto granddad's hand as they set out for an afternoon of fun together (see pp. 99-105)

### THE WEEK'S EVENTS

- A billion-dollar flash flood: torrential rains following in the wake of Hurricane Diane bring sudden misery to thousands in northeastern states 16
- A Look at the World's Week 24
- A moral mandate for all Americans: a grim court-martial illustrates the need for the new Code of Conduct just issued by the President. Drawings for LIFE by Arthur Shilstone 31
- The outlawed Irish Republican Army, abetted by U.S. friends, harasses its old foe, the English 39
- The citizens of Vevey, Switzerland salute their fine wines with a fortnight of pagan pageantry 42
- Gaily the Japanese launch a ship—with some delay 47

### EDITORIAL

- John Marshall's living legacy 26

### PHOTOGRAPHIC ESSAYS

- The magnificent Greek revival: Part IV in LIFE's series on America's Arts and Skills describes how a prospering country turned to the classic style of ancient Greece for its architecture and furniture. Photographed for LIFE by Fritz Goro 58
- A special happy world for a grandson: the story of little Billy Conner and his warm relationship with an understanding grandfather. Photographed for LIFE by Leonard McCombe 99

### ARTICLE

- A great gamble breaks Korea's bloody perimeter: Part III of "MacArthur's Rendezvous with History," by Major General Courtney Whitney 76

### TELEVISION

- Nuns take on TV: 20 parochial school teachers in a Boston studio learn new teaching techniques 53

### THEATER

- A star-studded revival of Wilder's "Skin of Our Teeth," now on Broadway, will open the fall battle of TV spectaculars 71

### MOVIES

- Prologue to blues: Jack Webb of "Dragnet" shoots a moody funeral to open his new jazz movie, "Pete Kelly's Blues" 109

### NATURE

- Tree frogs on a trapeze: Florida pets do an aerial act 115

### SCIENCE

- Checkup on Channelers: U.S. and British doctors try to find out what makes a good endurance swimmer 121

### OTHER DEPARTMENTS

- Letters to the Editors 7
- Speaking of Pictures: Norwegians climb cliffs on a risky egg hunt 8
- Miscellany: false face in wet wind 124

COPYRIGHT 1955 BY TIME INC. ALL RIGHTS RESERVED BY INTERNATIONAL AND PAN-AMERICAN COPYRIGHT CONVENTIONS

The following list shows the sources from which pictures were gathered. Credits are separated from left to right by commas, top to bottom by dashes.

#### COVER—LEONARD MCCOMBE

2—DRAWING BY ARTHUR SHILSTONE—LEONARD MCCOMBE—FRITZ GORO—COLONEL ROBERT P. WILSON  
8, 9—SVEN HORNELL  
16, 17—JOHN P. CALLAHAN FOR PROVIDENCE JOURNAL-BULLETIN; RT. WALLY HUNTINGTON FOR SPRINGFIELD UNION FROM A.P.—LEO E. MEYER FOR WORCESTER TELEGRAM FROM A.P.  
18, 19—THOMAS DEXTER STEVENS FOR PROVIDENCE JOURNAL-BULLETIN—MARGARET BOURKE-WHITE  
20, 21—FRANK JURKOSKI FROM INT., MARGARET BOURKE-WHITE—GEORGE BARR  
22—EDNA LE CROFANE, U.P.—U.P.—LT. PAT CAHILL FROM U.P.  
23—PETER R. LUCAS  
24, 25—T. LT. CARL IWASAKI—CEN. INT.; RT. © ULTIMA HORA  
26—U.P.  
34—JOE SCHERSCHHEL  
39—RT. KEMSLEY PICTURE SERVICE—MARVIN KONER  
42—MAX SCHELER FROM MAGNUM  
43, 44—FRANK SCHERSCHHEL  
47, 48—NAGASAKI NICHINICHI SHIMBUN  
53—GREY VILLET  
54—VERNER REED EXC. T. GREY VILLET  
56—VERNER REED

58, 59—T. RT. COURTESY MR. AND MRS. CHARLES J. BIDDLE, ANDALUSIA, PA.  
60, 61—T. RT. HERBERT ORTH  
66, 67—COURTESY J. M. GRIGGS, WASHINGTON, GA. AND J. H. ELLIOTT, ATLANTA; COURTESY AMERICAN HERITAGE; COURTESY MR. AND MRS. OLIVER M. BABCOCK, RATTLE AND SNAP, COLUMBIA, TENN.  
71, 72—THOMAS D. MCAVOY  
76—U.S. ARMY PHOTO  
77—CARL MYDANS  
78, 79—DAVID DOUGLAS DUNCAN—DAVID DOUGLAS DUNCAN, CARL MYDANS (2)  
80—MAPS BY RAFAEL D. PALACIOS  
81—COL. ROBERT P. WILSON—U.S. ARMY PHOTO  
83—U.P.  
84—U.S. ARMY PHOTO  
86—N.Y. DAILY NEWS  
91—CARL MYDANS  
92—U.P.  
94—HOWARD SOCHUREK  
109—ART KANE FROM MAGNUM  
110—WARNER BROS.  
115, 116, 118—ROBERT C. HERMES  
121—LE GOUBIN—BRIAN SEED  
122, 123—LT. FRANK HORVAT—LE GOUBIN—FRANK HORVAT  
124—NACA PHOTO

ABBREVIATIONS: CEN., CENTER; ©, COPYRIGHT; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; U.P., UNITED PRESS. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPLICATION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED OR OBTAINED FROM THE ASSOCIATED PRESS.





*Slow-moving shipments kept Joe in a pickle,  
His sour disposition nothing could tickle...*



*But now he's all sweetness—the light just broke through.  
Could swift **RAILWAY EXPRESS** be your answer, too?*

# The big difference is

Whether you're sending or receiving, whether your shipment is big or small, and whether it's moving by rail or air —  
you'll find it pays to specify Railway Express. It makes the big difference in speed, economy, and safe, sure delivery.

• • •

Railway Express uses the facilities of some 480 independent and competitive transportation companies in the movement of express traffic. It's free enterprise at its best, putting at your service one-third of a million miles of co-ordinated rail, air, water, and truck routes that connect all America.



**... safe, swift, sure**

This One



Copyrighted material



We're singing because we're happy. See how nice and neat we dressed ourselves.



Mom's little angels are wearing **Sacony's** self-help separates in wools that wash!

Sacony shirts and skirts have matching knit trimming to give them the "costume look" so fashionable among grownups. The skirts have elasticized waistbands that hold shirts neatly in place. And because there are no hooks, buttons or zippers, even the tiniest moppet can have the satisfaction of dressing herself. Washable wool jersey shirts

are 3.50 (sizes 3 to 6x) and 3.95 (sizes 7 to 14). Washable wool flannel skirts in colors to match or contrast are 3.95 (3 to 6x) and 5.95 (7 to 14). Washable wool plaid skirt is 4.95 and 6.95. For the name of your nearest store, call your local Western Union and ask for Operator 25, or write Sacony, College Point, New York.





Going on a trip?

## You'll have more fun and peace of mind if you make your plans by Long Distance

When you're planning an out-of-town trip, let Long Distance help you settle all the details back and forth.

Telephone ahead for reservations. That way you won't worry and wonder whether you'll find a place to stay. And telephone to let friends know that you're coming. Expected guests are doubly welcome.

While you're away, use Long Distance to keep in touch with the folks at home. They'll appreciate your calling. And you'll know that all is well.

You'll find Long Distance is quick. Easy to use. Personal. Best of all, the cost is small. Why not call someone you'd like to talk with right now — and see?

BELL TELEPHONE SYSTEM.



Today you can telephone to and from many fast-moving passenger trains. Service is also available to and from 35 ocean-going ships.

### LONG DISTANCE RATES ARE LOW

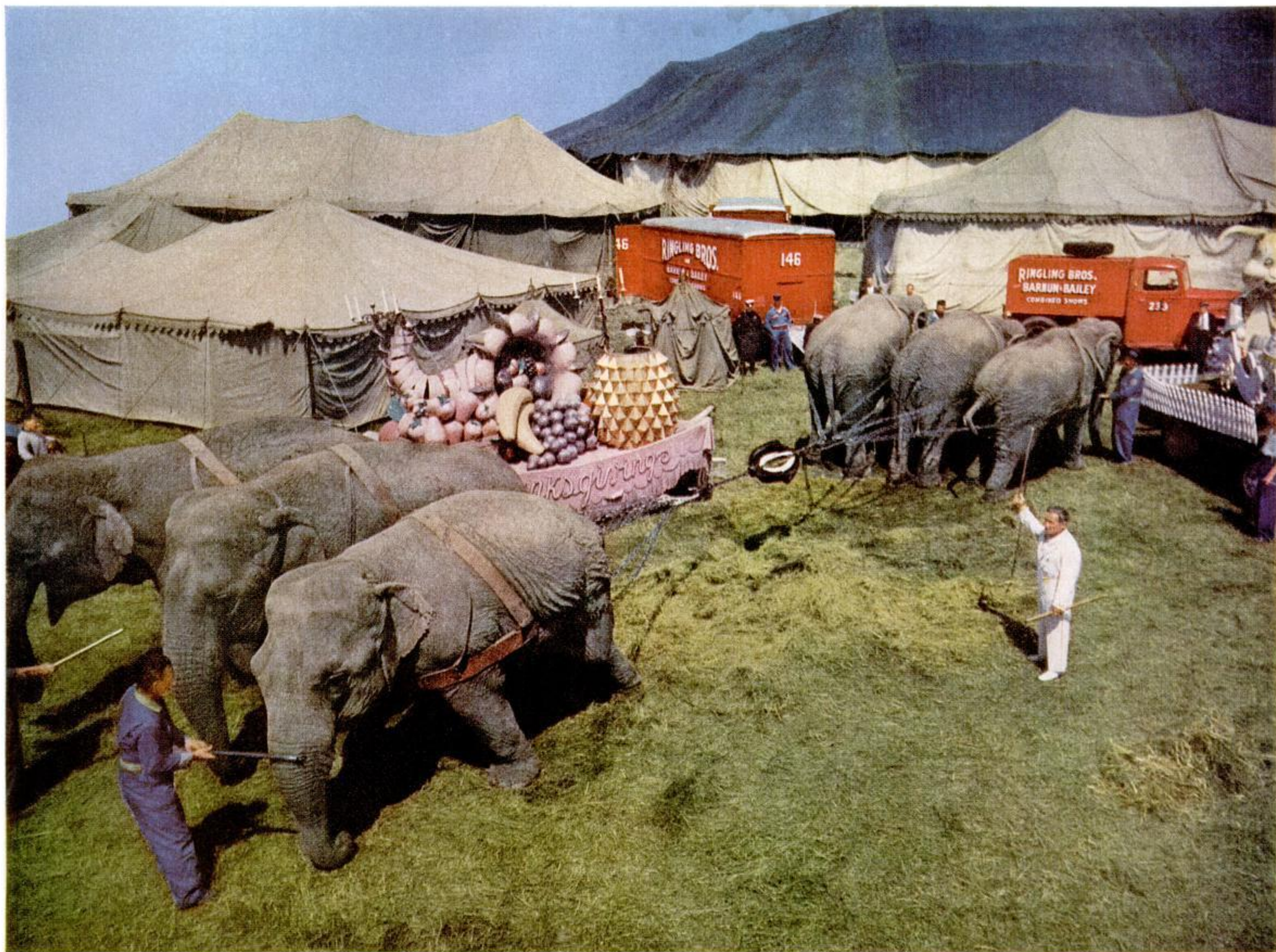
Here are some examples:

**Baltimore to Philadelphia . . . . . 40¢**  
**New York to Boston . . . . . 55¢**  
**Cleveland to Indianapolis . . . . . 70¢**  
**New Orleans to Chicago . . . . . \$1.30**  
**Los Angeles to Washington, D.C. . \$2.00**

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax.

**Call by Number. It's Twice as Fast.**





Ringling Bros. and Barnum & Bailey Combined Shows—"The Greatest Show on Earth"—made possible this unique tug-of-war between six of the largest elephants in captivity and a regular passenger car size General Tire with Nygen Cord. The tire was unharmed.

# Elephants can't break NYGEN CORD

Everyone knows of the fantastic strength of elephants, with their five-ton bodies of brute power.

A herd of them can't break a General Tire made of Nygen Cord, pound for pound stronger than steel cables!

Pictured here is almost unbelievable proof of Nygen Cord's

strength. Yet, it is only one of many spectacular proofs of how blowout resistant Nygen Cord really is. And only General has Nygen Cord.

Don't be without this extra strength in the tires you trust with your life and the lives of your family.



Forget flats from punctures because the General Tubeless seals as it rolls.



Only General has the "O-ring" Pressure Lock—a positive air-seal at the rim.



15,000 cross-tread "squeegees" add cat's-paw sureness for quick, safe stops.

**THE  
GENERAL  
TIRE**





# LETTERS TO THE EDITORS

## COWBOY RACE KINGS

Sirs:

I hope with all my heart that the wrath of horse lovers all over the world descends swiftly and surely upon the heads of Mr. Meshach Tenney and Mr. Rex Ellsworth ("Cowboy Race Kings," LIFE, Aug. 8), the owners of Swaps who say horses are stupid. Have they stopped to consider that it is the "stupidity" of their horses that has put them in the millionaire class? My husband and I breed and raise registered Quarter Horses, and I have yet to find a mare that has to sniff her colt to recognize him.

ORALINE M. BENHART

Tucson, Ariz.

Sirs:

Perfectly outrageous! I have lived with horses all my life. A good race horse will run his heart out for you. Horses in World War I gave their lives for their masters. Horses have a heart, a warm affection for people and plenty of brains.

MARY LAKING

Arlington, Va.

Sirs:

Congratulations to Marshall Smith! His "Cowboy Race Kings" was superb, enlightening even for those not interested in the improvement of the breed.

B. D. KAPLAN

Miami Beach, Fla.

Sirs:

Regarding the fine story about Rex Ellsworth and his famous Swaps, the author is in error about who designed the Automatic Feed Mill.

It is designed and custom-built by John W. Williamson & Sons, Inc. of Montebello, Calif. We worked very closely with Rex to make sure the electronic controls produced the exact formulas he desired.

GLENN Y. WILLIAMSON

Montebello, Calif.

Sirs:

For Swaps' still-unnamed younger brother, the name Win E would fit to a T. Horses whinny. Winnie is a pet name for Winston Churchill, a horse owner himself.

CONSTANCE Q. LAWLOR

South Orange, N.J.

Sirs:

I have just the name for the unnamed colt: Syzygy. The dictionary defines it as a group of two coupled feet in prosody. If the colt develops into the winner you expect, his feet *will* be poetry.

LAURA GILBERT FLYTHE

Pensacola, Fla.

## ATOMIC INDUSTRY IS BIG

Sirs:

Hearty commendations on your pictures of young engineers ushering in a new era ("Atomic Industry Is Already Big," LIFE, Aug. 8). The country has great need for such engineers.

BRADFORD WILLARD

Lehigh University  
Bethlehem, Pa.

## FORTY-YEAR FESTIVAL

Sirs:

Re "Forty-Year Festival" (LIFE, Aug. 8) of the Neuschwanders, I noticed that the family has become

a delight to their local optometrists over the years.

In 1915 none wore glasses, in 1935 half wore them and in 1955 *all* had difficulty with their vision.

ROSALIND KOEPEL

Beverly Hills, Calif.



JUNE HENRICH'S LIVE HEADGEAR

## CROCKETT FAN'S COONSKIN

Sirs:

I'll concede that the coon is alive in the coonskin hat picture ("Crockett Fan's Unskinned Coonskin," LIFE, Aug. 8) but we're sure that the man must be stuffed. No real man could be so happy with a live raccoon on his head. Our camp pet, a raccoon, has been playing "hat" for the campers all summer, but no one, not even June Henrich, shown in this picture (*above*), could get used to a hat with 20 built-in hatpins.

KATHERINE M. GULICK

South Casco, Maine



DAVID DRYSDALE'S COOL HEADGEAR

Sirs:

Davy Crockett has his admirers in Florida too, but it's just a little too warm here for a fur cap, with or without the coon inside it. Here is a picture (*above*) of my son David wearing his Florida-style Davy Crockett chapeau—a nice, *cool* baby 'gator.

W. I. DRYSDALE

St. Augustine, Fla.

## THE WORLD OF THE INSECTS

Sirs:

Certainly enjoyed the color pages on insects ("The World of the Insects," LIFE, Aug. 8). In spite of their beauty and variety I am thankful that these determined killers are almost harmless to man.

BOWLEN DISHMAN JR.

Columbus, Ohio

## HAPPY PAWS THE PUBLIC

Sirs:

In reference to "Happy Paws the Public" (LIFE, Aug. 8), the voters last week proved that they like to be "pawed" by Happy Chandler. He is a happy person with a tremendous personality that only a few people like Will Rogers, Bob Hope, Bing Cros-

by, Arthur Godfrey and Walter Winchell have. We in Kentucky think that he is a second Franklin D. Roosevelt.

MRS. STANLEY LATHERY

Versailles, Ky.

## EL GRECO'S MADMEN

Sirs:

The new theory that El Greco used insane people for models in paintings ("El Greco's Madmen," LIFE, Aug. 8) was fascinating. You mentioned that the artist's use of the "insane" may have been prompted by the old belief that they were possessed by God. Primitive peoples often honor the "insane," making them high priests and regarding them as inspired.

JOHN CARROLL

San Francisco, Calif.

Sirs:

El Greco's profound, mystical piety peopled his canvases with saints of lofty clarity of vision and deep unity of purpose. To see in them psychotics, paranoiacs and neurotics is tantamount to seeing the Christian martyrs as suicidal manic depressives and the holy apostles as hallucinated schizoids.

DAVID A. WILKIE, Ph.D.

Fond du Lac, Wis.

## THIS IS MY SECRET

Sirs:

Congratulations on Ben Hogan's "This Is My Secret" (LIFE, Aug. 8). I am one of the Scotch pros who taught pronation. I wrote a book explaining it in 1921. My long suit was correcting hooks or fades with simple adjustments of the left hand such as Ben explains.

DAVE HUNTER

West Palm Beach, Fla.

Sirs:

Just finished "This Is My Secret" and ran downstairs to get my golf clubs. Result: my clubs got cleaned, one lamp broken. I guess I'm just a duffer.

JIM THORNTON

Hollywood, Calif.

Sirs:

Ben Hogan's secret corrected my hook, but now I have a terrific slice. Hogan was right when he said that his secret was primarily for tournament players.

BERNARD SCHERMER

Granite City, Ill.

Sirs:

Now that the Hogan secret is out I think it only fair that all golf holes of the future be laid out with dog legs to the right.

ROBERT WILLIAM

Culver City, Calif.

Please address all correspondence concerning LIFE's editorial and advertising contents to: LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

Please address all subscription correspondence to J. Edward King, Gen'l Manager, LIFE, 540 N. Michigan Ave., Chicago 11, Ill. Changes of address require three weeks' notice. When ordering change, please name magazine and furnish address imprint from a recent issue, or state exactly how magazine is addressed. Change cannot be made without old as well as new address, including postal zone number.

Time Inc. also publishes TIME, FORTUNE, SPORTS ILLUSTRATED, ARCHITECTURAL FORUM and HOUSE & HOME. Chairman, Maurice T. Moore; President, Roy E. Larsen; Executive Vice President for Publishing, Howard Black; Executive Vice President and Treasurer, Charles L. Stillman; Vice President and Secretary, D. W. Brumbaugh; Vice Presidents, Bernard Barnes, Allen Grover, Andrew Heiskell, C. D. Jackson, J. Edward King, James A. Linen, Ralph D. Paine, Jr., P. I. Prentice; Comptroller and Assistant Secretary, Arnold W. Carlson.

Please send



to \_\_\_\_\_ name  
\_\_\_\_\_ address  
city \_\_\_\_\_ zone \_\_\_\_\_ state

ONE YEAR \$6.75 in continental U.S., Hawaii, Alaska, Puerto Rico, Virgin Is.

(1 year at the single copy price would cost you \$10.40)

(Canada: 1 year, \$7.25)

Give to your newsdealer or to your local subscription representative or mail to LIFE, 540 N. Michigan Ave., Chicago 11, Ill. L-3435







## SPEAKING OF PICTURES

**ON THE CLIFF**, 574 feet above the sea, two islanders (*left*) use a stick called an egg spoon to pick up eggs beyond arm's reach. At right an egg gatherer, supported by three of his friends, startles the gulls as he swings back and forth trying to get to eggs under overhanging ledge.



# RISKY EGG HUNT

**Norwegians climb soaring cliffs to raid sea birds' nests**

Egg hunting in a henery is usually a boy's job, but on Rost Island in Norway it is a dangerous sport for strong men. To supplement their diet of fish and lamb, islanders gather eggs from the gull and guillemot nests that crowd the island's sheer and rocky cliffs. With a combination of rope climbing and ledge

creeping a crew of four can garner over a thousand eggs a day.

Photographer Sven Hörnell boldly followed the men in a dizzy tour of the cliffs and somewhat hesitantly joined them afterward in eating a gull egg omelet. He found, to his surprise, that it tastes just like a chicken egg omelet.

**EGG DINNERS** are an enjoyable aftermath of hunt. During World War II, eating eggs and bartering with mainlanders saved the islanders from starvation. Collectors tell whether egg is good by shaking it. Old eggs sound watery.







One  
good pencil  
deserves  
another!

And the RED BAND trademark  
is your guide to both!



**MIRADO®**

The world's largest-selling  
writing pencil

Speed your writing with the  
*smoothest* pencil made! (7 out  
of 10 people found MIRADO  
smoother in nationwide tests).  
Get the *economy* of points that  
last longer and *won't break* in  
normal use. Guaranteed the  
finest writing pencil you've  
ever used, or your money back!

**VERITHIN®**

The complaint-proof  
colored pencil

VERITHIN won't crumble in  
the sharpener or in use. You  
get a perfect point every time  
—and 4,000 check marks from  
every point! Verithin marks  
will not smear or run when  
wet. 40 brilliant colors for  
every purpose, plus the new  
soft red Verithin (No. 0745),  
for general writing in color.



**PENCIL COMPANY**

99 Years of Quality Pencil Making

NEW YORK • LONDON • TORONTO • MEXICO • SYDNEY

## LIFE

EDITOR-IN-CHIEF..... Henry R. Luce  
PRESIDENT..... Roy E. Larsen

MANAGING EDITOR  
Edward K. Thompson

DEPUTY MANAGING EDITOR  
Robert T. Elson

ASSISTANT MANAGING EDITORS  
Philip H. Wootton Jr.  
George P. Hunt

John K. Jessup... CHIEF EDITORIAL WRITER  
Charles Tudor... ART DIRECTOR  
Joseph Kastner... COPY EDITOR  
Marian A. MacPhail... CHIEF OF RESEARCH  
Ray Mackland... PICTURE EDITOR  
Hugh Moffett... NATIONAL AFFAIRS  
Gene Farmer... FOREIGN NEWS  
William Jay Gold... ARTICLES  
Kenneth MacLeish... ASSISTANTS TO THE  
Donald Birmingham } MANAGING EDITOR

STAFF WRITERS: Herbert Brean, Roger  
Butterfield, Robert Coughlan, Emmet  
Hughes, John Osborne, Robert Wallace.

PHOTOGRAPHIC STAFF: Margaret Bourke-  
White, Edward Clark, Ralph Crane, Loomis  
Dean, John Dominis, David Douglas Dun-  
can, Alfred Eisenstaedt, Eliot Elisofon,  
J. R. Eyerman, N. R. Farbman, Andreas  
Feininger, Albert Fenn, Fritz Goro, Allan  
Grant, Yale Joel, Robert W. Kelley, Dmitri  
Kessel, Wallace Kirkland, Nina Leen,  
Thomas McAvoy, Leonard McCombe, Fran-  
cis Miller, Ralph Morse, Carl Mydans, Gor-  
don Parks, Michael Rougier, Walter San-  
ders, Frank J. Scherschel, Joe Scherschel,  
George Silk, George Skadding, Howard  
Sochurek, Peter Stackpole, Grey Villet,  
Hank Walker.

ASSISTANT PICTURE EDITORS: Frank Cam-  
pion, Landon Knight.

FILM EDITORS: Margaret Sargent, Nancy  
Bragdon, Barbara Brewster.

ASSOCIATE EDITORS: Ralph Graves, Wil-  
liam P. Gray, Mary Hamman, John Jenkis-  
son, Sally Kirkland, William Miller, Tom  
Prideaux, Marshall Smith, Claude Stanush,  
A. B. C. Whipple.

ASSISTANT EDITORS: William Brinkley,  
Earl Brown, Robert Campbell, Charles  
Chaplin, Robert Drew, Terry Drucker,  
Lee Eittinger, Nancy Genet, Muriel Hall,  
Enno Hobbing, William Houseman, Ed-  
ward Kern, William Knapp, Mary Leather-  
bee, Scot Leavitt, James Lipscomb, John  
Luter, Eleanor Parish, Joseph Roddy, Nor-  
man Ross, Don Schanche, David Scherman,  
Dorothy Seiberling, George Shiras, Mary  
Lou Skinner, David Snell, John Stanton,  
Margit Varga, Valerie Vondermuhl, War-  
ren Young, David Zeitlin.

REPORTERS: Richard Anthony, Elizabeth  
Baker, Mary Elizabeth Barber, Margaret  
Bassett, Patricia Blake, Peter Bunzel,  
Margery Byers, Helen Carlton, Barbara  
Dawson, Anne Denny, Laura Ecker, Tadd  
Fisher, James Goode, Gerry Gruen, Kath-  
leen Hampton, Terry Harnan, Robin Hins-  
dale, Judith Holden, Grayce Horan, Monica  
Horne, Patricia Hunt, Nancy King, Ruth  
Lynam, Robert Mason, George McCue,  
Joann McQuiston, Jane Nelson, Loretta  
Nelson, Susan Neuberger, Clara Nicolai,  
Sheila O'Connor, Patsy Parkin, Maya  
Pines, Henriette Roosenburg, Marjorie  
Runnion, Jane Scholl, Virginia Shevlin,  
Kathleen Shortall, Jeanne Stahl, Marion  
Steinmann, Richard Stolley, Tatiana Strage,  
Jean Strong, Lucy Thomas, Alice Thompson,  
William Trombley, Thomas Wheeler, Mar-  
garet Williams, Jane Wilson, Sharon Work-  
man, Caroline Zinsser.

COPY READERS: Helen Deuell (Chief),  
Dorothy Illson, Barbara Fuller, Virginia  
Sadler, Suzanne Seixas, Marguerite Toole,  
Rachel Tuckerman.

LAYOUT: Bernard Quint, David Stech (As-  
sistant Art Directors), William Gallagher,  
Hilde Adelsberger, Matt Greene, Earle  
Kersh, Albert Ketchum, Anthony Sodaro,  
Richard Valdatt, John Woods.

PICTURE BUREAU: Natalie Kosek (Chief),  
Mary Carr, Betty Doyle, Margaret Gold-  
smith, Ruth Lester, Maude Milar.

PHOTOGRAPHIC LABORATORY: William J.  
Sumits (Chief), George Karas.

PICTURE LIBRARY: Alma Eggleston (Chief),  
Doris O'Neil, Phyllis Sternau.

U.S. & CANADIAN NEWS SERVICE: Law-  
rence Laybourne (Chief of Correspondents),  
Irene Saint, Tom Carmichael, Helen Fen-  
nell, William Pain. BUREAUS—WASHINGTON:  
James Shepley, Oliver Allen, Mary Cad-  
walader, Clay Felker, William Goolrick Jr.,  
Will Lang; CHICAGO: T. George Harris, Roy  
Rowan, Jane Estes, Dora Jane Hamblin,  
Bayard Hooper, Richard Meryman Jr.;  
LOS ANGELES: Barron Beshoar, London  
Wainwright, Shana Alexander, Philip Kun-  
hardt Jr., James Leblenthal, Robert Morse,  
Frank Pierson; ATLANTA: William Howland,  
Marshall Lumsden; BOSTON: William John-  
son, Wilbur Jarvis; DALLAS: Frank McCul-  
loch, Henry Suydam Jr.; HOUSTON: Willard  
Rappleye Jr.; DENVER: Ed Ogle, Robert  
Ajemian; DETROIT: Norman E. Nicholson,  
Leon Jaroff; SAN FRANCISCO: Richard Pol-  
lard, John Porter; SEATTLE: Robert Schul-  
man, Russell Sackett; OTTAWA: Harry John-  
ston; MONTREAL: Byron Rizzan; TORONTO:  
Robert W. Glasgow.

FOREIGN NEWS SERVICE: Manfred Gott-  
fried (Chief of Correspondents), John Boyle,  
George Caturani. BUREAUS—LONDON: Andre  
Laguette, Donald Burke, Beatrice Dobie,  
John Mulliken; PARIS: Frank White, John  
Thorne, Timothy Foote, Mathilde Cana-  
cho, Gabrielle Smith; BONN: James Bell,  
John Dille; ROME: Robert Neville, Milton  
Orshesky; MADRID: Thomas Dozier; JO-  
HANNESBURG: Edward Hughes; MIDDLE  
EAST: Keith Wheeler; NEW DELHI: James  
Burke, Alexander Campbell; SINGAPORE:  
Dwight Martin, Donald Wilson, John  
Mecklin; TOKYO: Curtis Prendergast,  
James Greenfield; MEXICO CITY: David  
Richardson; GUATEMALA CITY: Harvey  
Rosenhouse; RIO DE JANEIRO: Piero Sa-  
poriti; BUENOS AIRES: Philip Payne.

PUBLISHER..... Andrew Heiskell  
ADVERTISING DIRECTOR.... Clay Buckhout

# WIN a FREE trip

to see the Rose Bowl Game  
as a guest of



**Restosheen  
SLACKS**

Luxury fall slacks with the soft  
sheen of the most costly fabrics.  
Crease-resistant finish saves on  
pressing bills. Surprise! There's  
a Rose Bowl entry blank in the  
pocket of every pair. Solid  
colors, cross tones and deep  
chartones . . . About **6.95**



**fly TWA Super G  
Constellation . . . FREE  
to the Rose Bowl Game**

Your favorite men's store or  
department has Reston Slacks  
and FREE football entry blanks  
. . . if not . . . write and  
we'll tell you where.

**the hercules trouser co.  
columbus, ohio**



New LOW Lines...New SOFT Leathers! Florsheim *Soft and low*



the finer the calfskin



the richer the color



...that's why  
Fall's  
outstanding shade  
is

**FLORSHEIM**  
*Chestnut*



**top left:** S-1635, The BELVEDERE,® Lotop slip-on  
**top right:** S-1608, The LOTOP, two-eyelet plain toe blucher  
**center:** S-1606, The BELAIR, Norwegian front tassel slip-on

Most Florsheim Styles \$17<sup>95</sup>  
and higher



# NEW IDEA — for wonderful

Use Good Seasons Salad Dressing Mix with delicate

Here's the simplest  
way yet to make expertly seasoned  
home-made dressing

**1** You empty *Good Seasons Salad Dressing Mix* into the Self-Measuring Bottle. Each envelope of this new mix contains the salad dressing secrets of a famous chef—his own original blend of rare herbs and spices.

**2** Next add your favorite *vinegar*—and a little water to make the dressing mix smoothly.

**3** Then add mild pure *Wesson Oil*. Delicate Wesson Oil—America's favorite—is the freshest salad oil you can buy. It coaxes out the fine flavor of all the spices and herbs in Good Seasons Mix. Just shake for a few seconds and you have a wonderful salad dressing—the kind you'd expect to be served in celebrated restaurants.



Get Wesson Oil at your store.

And pick up this 39¢ Salad Dressing Kit.

Kit contains 2 different Good Seasons Mixes, the Self-Measuring Bottle and a salad recipe booklet.

**P.S.** Wesson Oil blends perfectly with all five different Good Seasons Mixes—Old Fashion French, California French, Old Fashion Garlic, Exotic Herbs and Bleu Cheese. Look for the separate envelopes in your grocer's salad dressing section. Good Seasons Mix is another fine product of General Foods.

*This cruet-style Self-Measuring Bottle makes it easy to mix and serve your own fresh salad dressings. The markings on the bottle show you just how much vinegar, water and Wesson Oil to add to Good Seasons Mix.*





# salad dressings!

Wesson Oil to make fresh dressing in seconds



*America's Favorite Salad Oil—the only one  
you need for liquid shortening and salads.*



Guys and gals  
on the go wear

# BLUE BELL WRANGLERS

...fit for champions!



Look for the Blue Bell Qualitag—your money-back guarantee



**BUCK RUTHERFORD**, 1954 World Champion Cowboy, and other top rodeo cowboys wear and prefer Blue Bell Wranglers with the authentic Western fit. Here he's wearing rugged, good-looking Wrangler jeans: sizes 31-42, **\$3.69**. Plaid shirt: 14-17, **\$3.98**.



**AUTHENTIC WESTERN CUT** Wranglers for pint-size cowboys. 13¾-oz. Sanforized\* denim jeans with bar tacks at points of strain. Sizes 4-12, **\$2.79**. 13-16, **\$3.39**. Plaid denim shirt, Sanforized\*, colorfast, wrinkle and soil resistant. Sizes 2-16, **\$2.98**.



**LONG, LEAN** Wrangler jeans. Western tailored 10-oz. Sanforized\* denim. Good news, they go to all lengths to fit—tall, medium and short. Sizes 10-20, **\$2.98**. Blue Bell's colorful, thrifty Jeanie blouse tops skirts and shorts, too! Sizes 30-40, about **\$1.98**.



**ROUGH 'N' RUGGED** Blue Bell Wranglers, choice of champions. Coarse-weave Sanforized\* denim jeans have trim, tapered legs and zipper fly. Sizes 4-12, **\$2.79**. 13-16, **\$3.39**. Smooth-fitting Western cut plaid broadcloth shirt. Sanforized\*, colorfast: 2-16, **\$2.98**.



**HANDSOME, HARDY** Blue Bell Wranglers. Tough 13¾-oz. Sanforized\* denim jeans. 4 roomy pockets, no-scratch rivets, zipper fly. Sizes 27-30, **\$3.49**. 31-42, **\$3.69**. Close-fitting, comfortable Western shirt, Sanforized\*, and colorfast. Sizes 14-17, **\$4.98**.

\* Maximum shrinkage 1%

## Look for Blue Bell—casual clothes for all the family

At your favorite store. For name of your nearest dealer write to Blue Bell, Inc., Empire State Building, New York 1, N. Y.—in Canada, W. Howick Mfg. Co., Ltd., Montreal.





STYLE No. 143:  
A, B and C CUPS

beautiful fit  
is priceless

...yet the millions who wear Biflex  
buy it for only \$100

# Biflex

B R A S   A N D   G I R D L E S



# LIFE

Vol. 39, No. 9

August 29, 1955



**THE TERRIBLE TORRENT** crashes three stories high as it engulfs a bridge in Putnam, Conn. Picture was taken by Providence *Journal-Bulletin* Photographer

John Callahan, who ventured daringly close to the path of onrushing water. During the height of the flood a magnesium plant in Putnam caught fire and





sent flames showering 250 feet in air, igniting nearby houses. Connecticut was one of the hardest hit states, with rail lines washed out and utilities wrecked.



BODY OF A FLOOD VICTIM SAGS OVER DEBRIS IN A MASSACHUSETTS RIVER

# BILLION-DOLLAR FLASH FLOOD

The disaster struck savagely and with no warning at all. The cause of it all was Hurricane Diane, which in its dying hours sucked a sodden mass of air off the Atlantic. Overnight in the northeastern U.S. torrential rains caused rivers, creeks, even piddling brooks to burst banks. Suddenly walls of water poured in terrifying spectacle through towns in Pennsylvania, New Jersey, New York, Massachusetts, Connecticut and Rhode Island.

Seldom had a flood brought so much sudden misery to so many people. All 4,000 inhabitants of Ellenville, N.Y. had to be evacuated. Some rescuers died as their boats capsized. Other rescuers, in scores of military and privately owned helicopters, saved literally hundreds of lives. Polluted fresh-water supplies raised the threat of epidemic, and five governors declared various states of emergency.

Almost as fast as they had risen, the waters receded. As the toll of dead soared in 48 hours to at least 140 and property damage into billions, evacuees began the heartbreaking return to their homes—if they had homes.

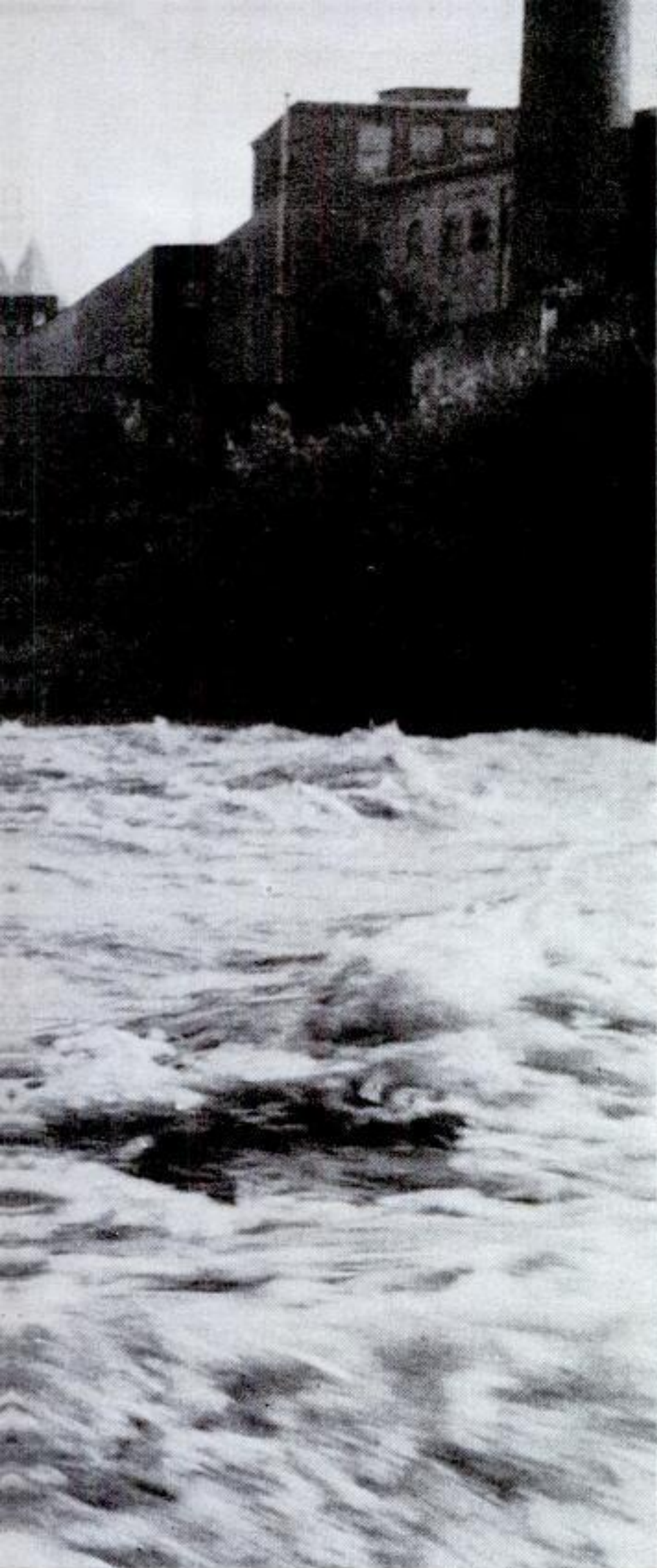


RESCUED BY FROGMEN from local skin-divers' club, elderly woman is taken from her flooded home at Worcester, Mass., where 11-inch rain fell in 30 hours.









**UNBRIDLED VIOLENCE** of the raging Blackstone River churns through riverbank factory district (*left*) in Pawtucket, R.I. Stream normally is an insignificant

trickle between two rows of buildings, with streets on either side. Above, same river is photographed as it washes over bridge in Pawtucket's downtown district.



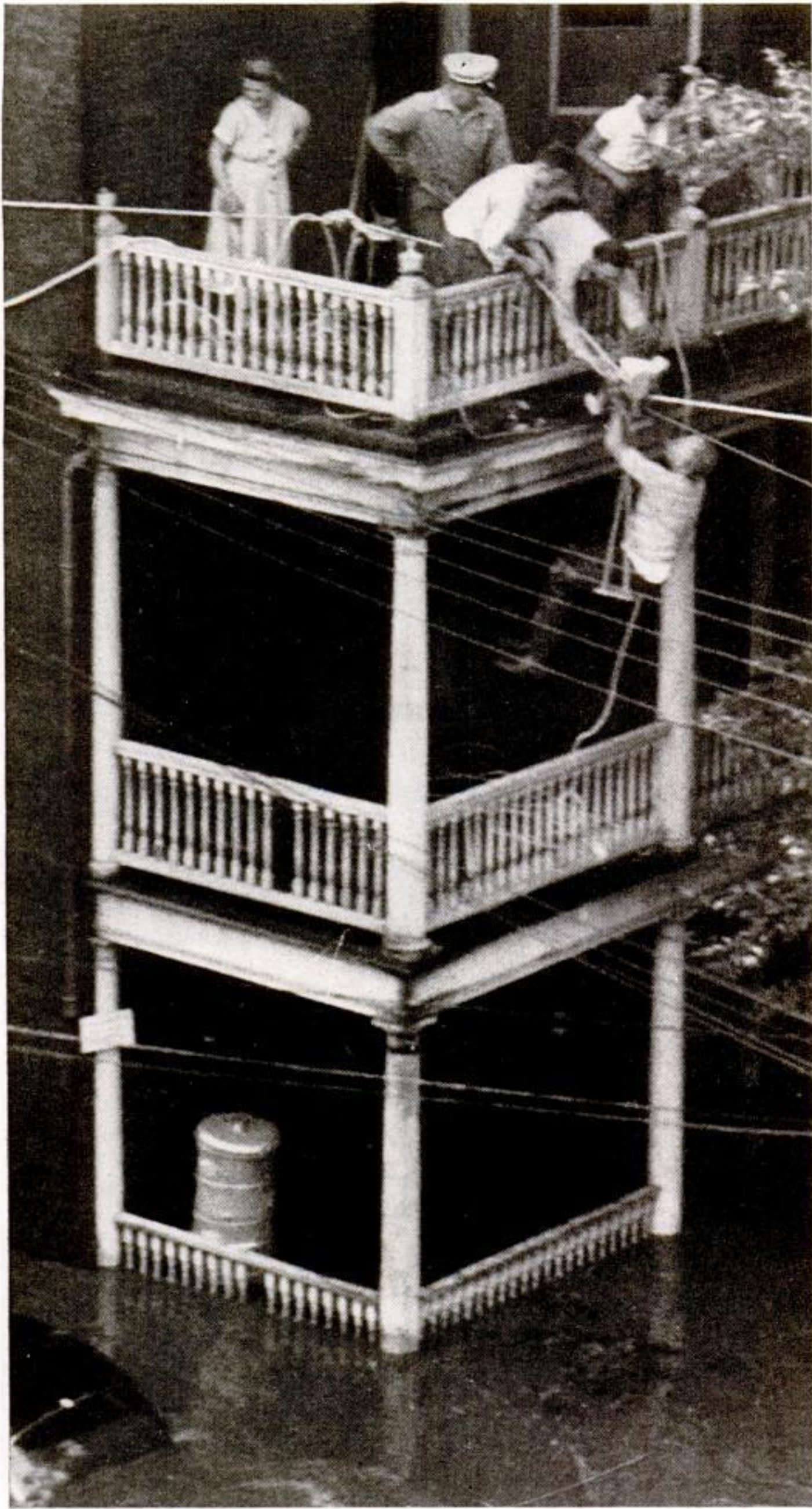
**INUNDATED ACRES** of choice Connecticut River valley tobacco land, south of Hartford, are marked by tree-bordered S turn (*left*), through which the river

normally flows. Below, two men drift across the Connecticut's floodwaters on a log raft. Shortly after this picture was taken they were rescued by a motorboat.

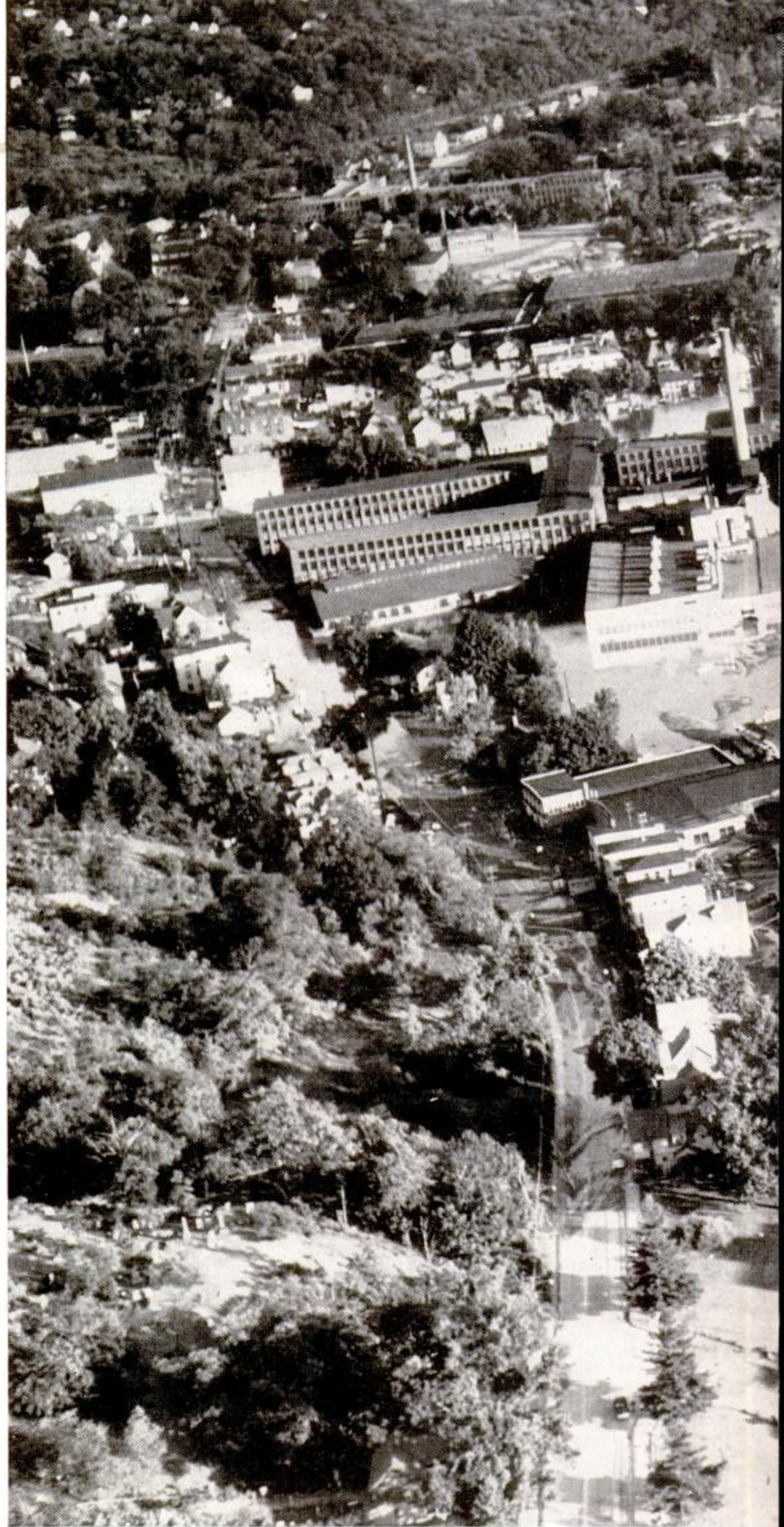




## RESCUES AMID THE DESTRUCTION

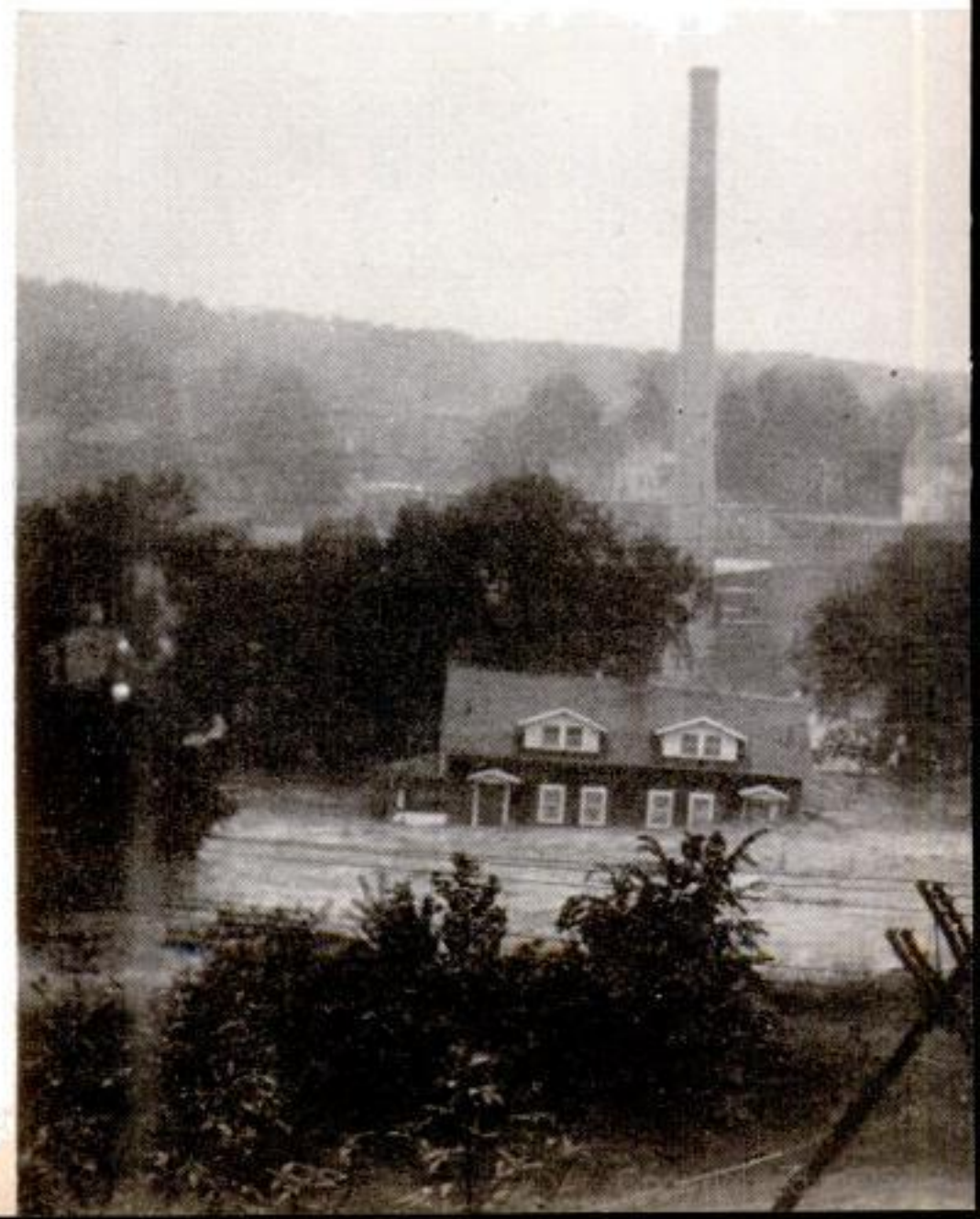


**BREECHES BUOY RESCUE** is effected in Hartford as father hands his baby to fireman at flood's height. Rescuers later evacuated others on the porch.



**OVERFLOW IN WATERBURY** sends Naugatuck River sweeping through manufacturing center, piling parked cars in heaps and isolating workers atop factory

A BATTERED HOUSE IN PUTNAM, CONN., ALREADY PARTIALLY DEMOLISHED BY THE POUNDING WATER (BELOW, LEFT), ROLLS OVER (CENTER) AND FINALLY IS



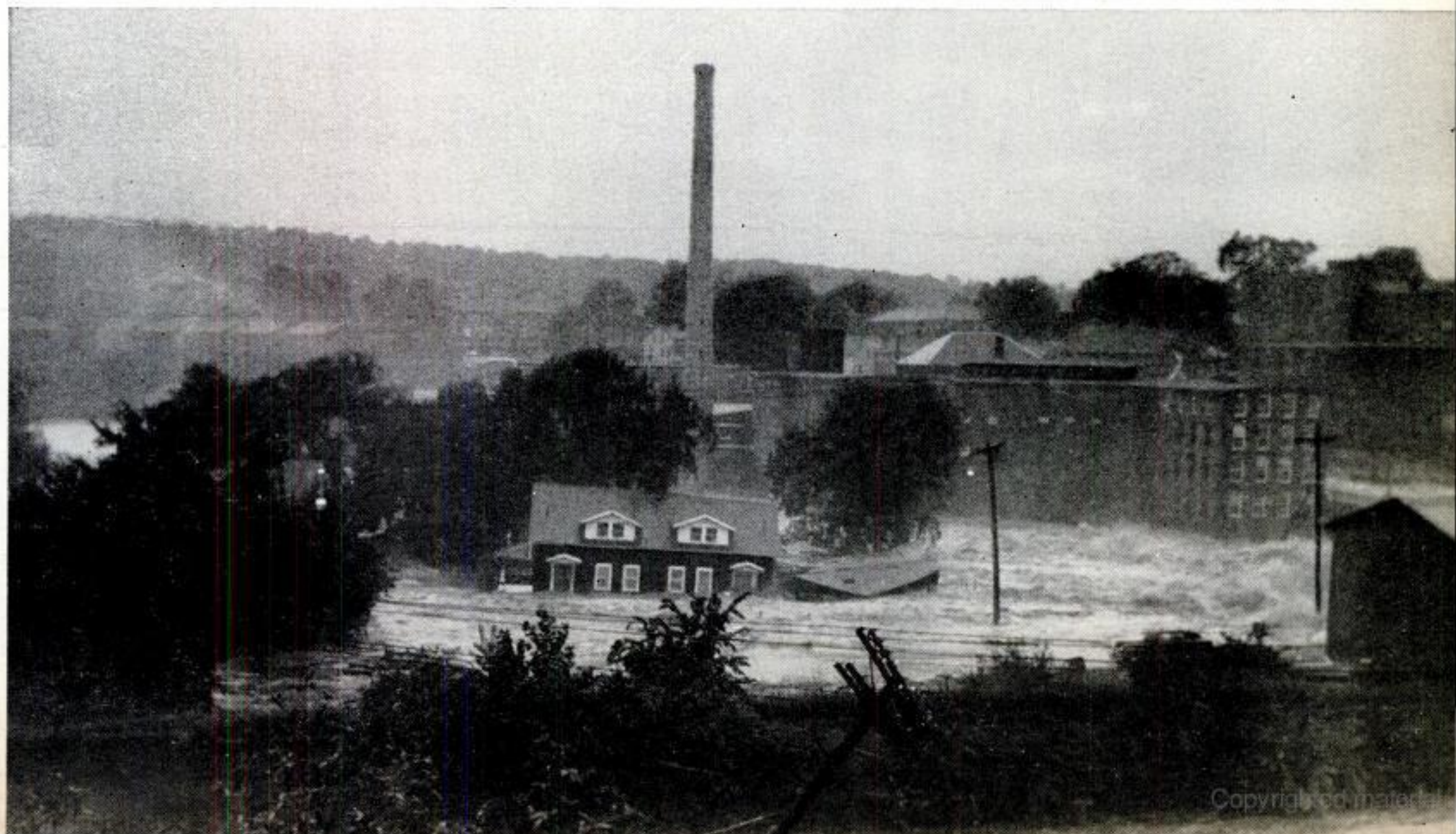




building of Waterbury-Chase Brass and Copper Company (*lower right*). Workers were saved but some 10 people died in area. One helicopter pilot narrowly missed

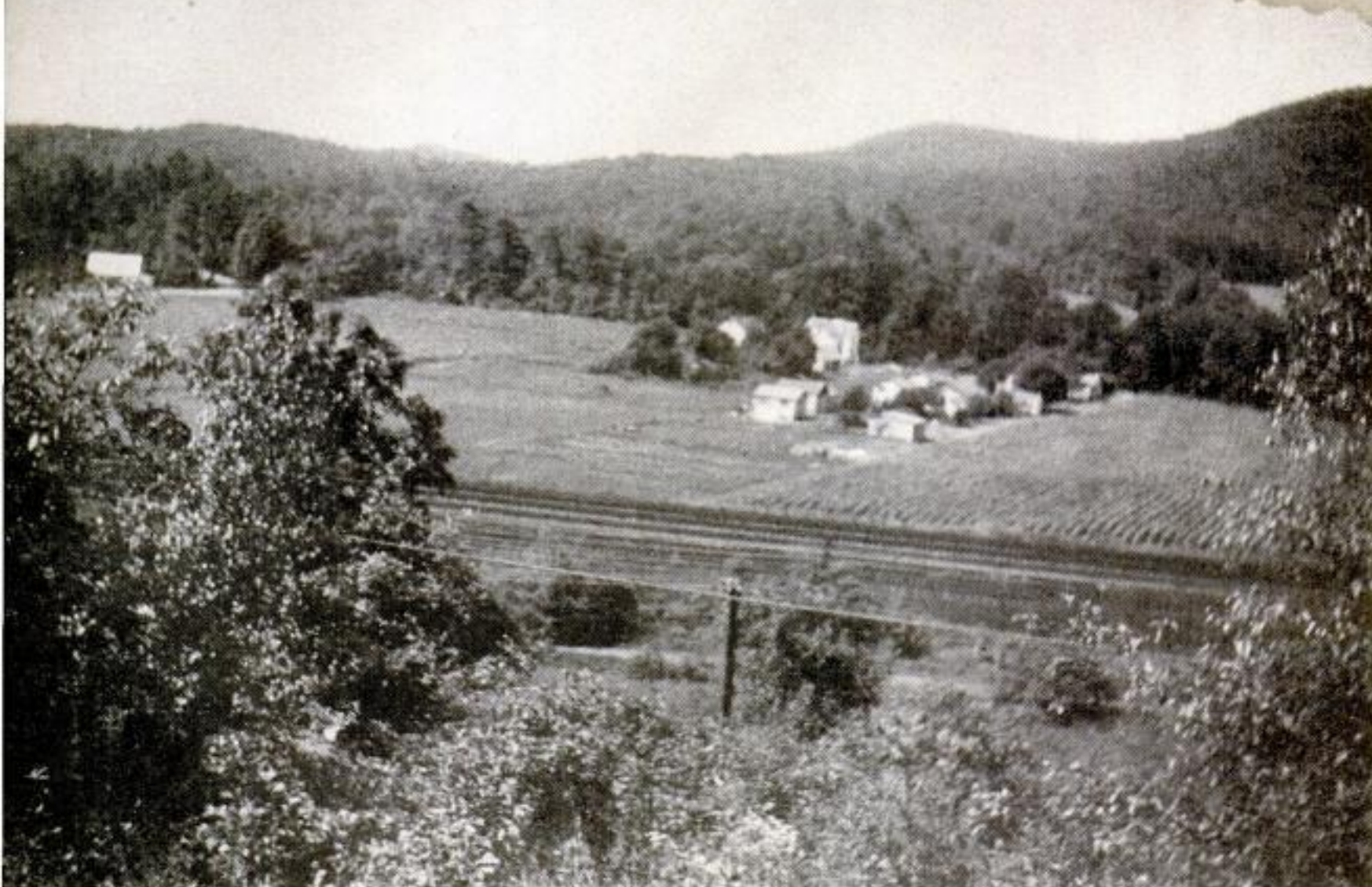
death. Moments after rescue craft pictured here took off from factory roof, a second helicopter hit building edge and plunged into water, but pilot was unhurt.

**POUNDED TO PIECES AGAINST THE HOUSE NEXT DOOR, WHICH ALSO STARTS TO GIVE WAY (RIGHT) UNDER THE RELENTLESS PRESSURE OF THE FOAMING WATER**

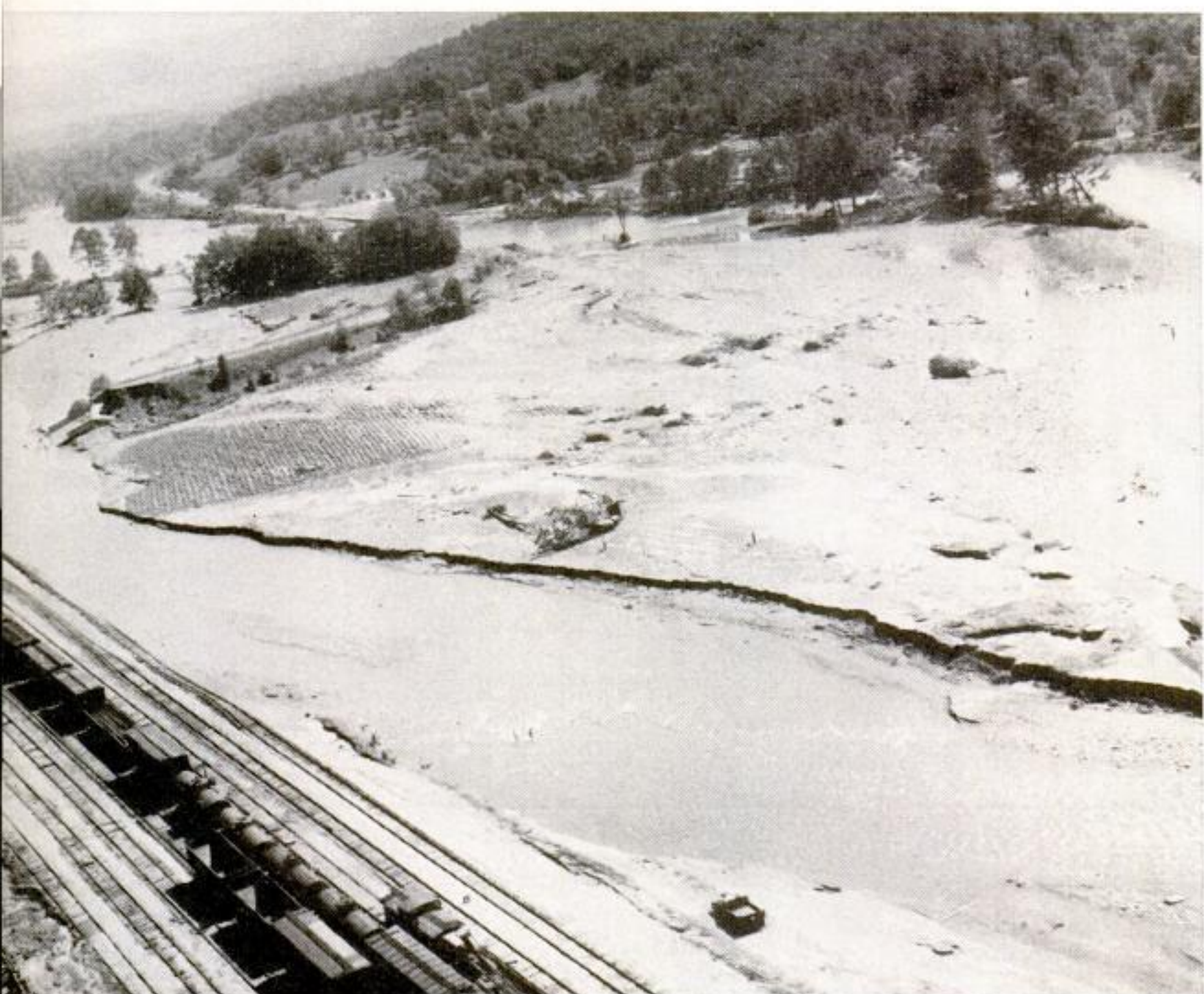




## A TRAGIC SITE AND THE TOLL



**DISASTER SPOT**, Camp Davis in Pennsylvania, before flood had bungalows and winter house higher up (*above*), now stands wrecked and desolate (*below*).



**DISASTER VICTIMS**, not all of whom have been identified, are shrouded in the East Stroudsburg, Pa. morgue. The town itself was accessible only by air.



## Billion-Dollar Flood CONTINUED



**ESCAPING BY CANOE**, campers from Treasure and Pennington islands in the Delaware River paddle toward a temporary heliport where they were evacuated.

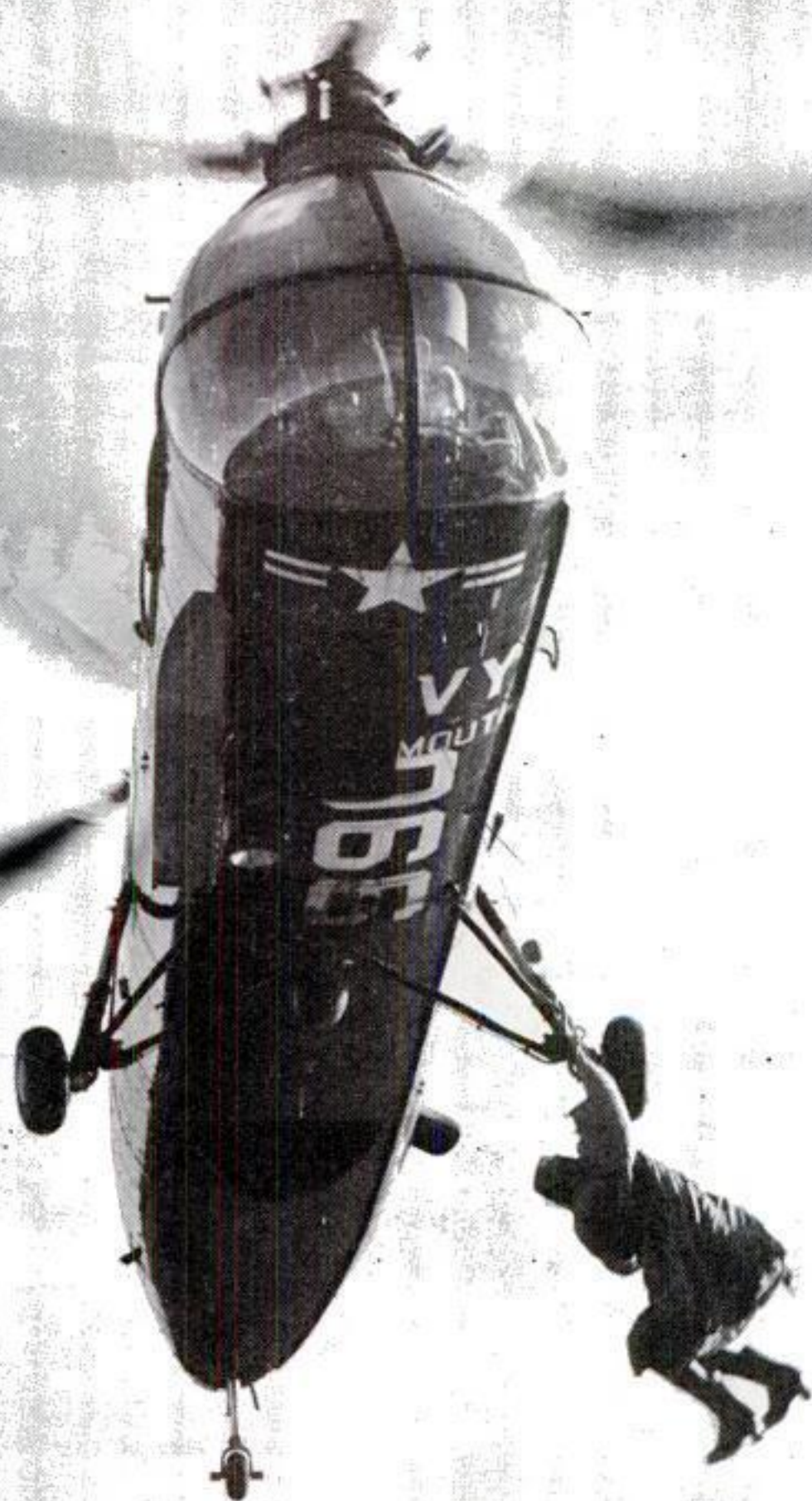
## SUDDEN DEATH AND SWIFT HELP

The capricious nature of the flood stranded some people on high ground from which they were easily rescued. But its explosive fury simply drowned others before they could escape. One of the most poignant incidents took place near Stroudsburg, Pa. where Brodhead Creek overflowed a resort, Camp Davis, and drowned at least 12 of the 40 vacationers. A survivor, Mrs. Jennie Johnson of Jersey City, told what happened: "A regular wall of water hit our bungalow. All the people at the camp rushed to the winter house [on high ground] and we made our way to the attic. When the water reached the attic floor, the house just fell apart and the 40 of us went tumbling into a jumble of water, boards and screams. When I came to, I grabbed a board, then I was cast up on a pile of debris like an island. I heard children in the distance, screaming hysterically for help. I just prayed through the night. About 7 a.m. some men on shore saw me." As she spoke, Mrs. Johnson had no news of two of her three children who had been with her at Camp Davis.



**ESCAPING BY HELICOPTER**, passengers from stranded New York-Buffalo train are picked up by U.S. Army pilots from the golf course in Cresco, Pa.





**CLINGING TO HELICOPTER, WOMAN GETS  
LIFT TO LIFE OVER CONNECTICUT RIVER**



# A LOOK AT THE WORLD'S WEEK

## INDIAN DEAD AT GOA'S GATES

Shot down by the Portuguese when they and 1,700 others approached the Portuguese colony of Goa in India, three Satyagraha ("non-violent") demonstrators were given a martyrs' funeral nearby. As the "Quit Goa" agitation mounted, India broke off ties with Portugal.



## THE PRESIDENT'S GOLFING GRANDSON

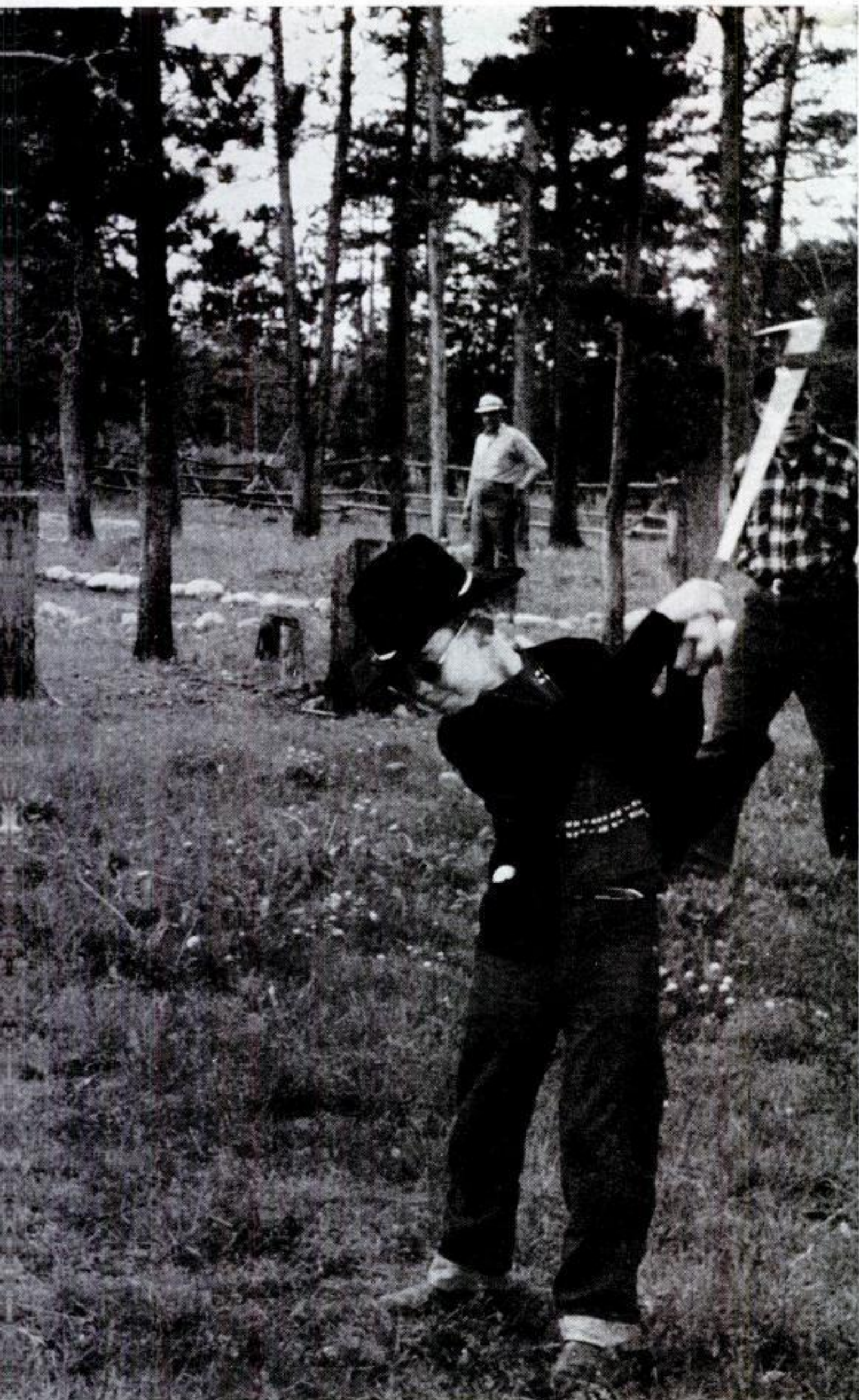
Following in his golfing grandfather's footsteps, 7-year-old Dwight David Eisenhower II earnestly practiced chip shots on a Fraser, Colo. ranch. The President stood proudly by, looking the picture of a man finally settling into a much-needed summer vacation with his family.

## GIRL HIDING → HER BIG SECRET

As Princess Margaret, little Princess Anne and Prince Charles traveled to Balmoral Castle to celebrate Margaret's 25th birthday, Margaret's smile concealed her emotions—and the answer to the top question in Britain: whether she intended to marry Captain Peter Townsend.







### A BREATH—AND A FALL

Trapped in Rio de Janeiro's burning Hotel Vogue, American Singer Warren Hayes leaned out of the window (*top picture*) to gulp fresh air. The fire ladder was too short to reach Hayes, but flames drove him to dive for it two floors below. He missed, fell 10 stories to the pavement and death.



# JOHN MARSHALL'S LIVING LEGACY

Although it is 200 years since the birth of John Marshall, the greatest Chief Justice of the U.S. Supreme Court, the living American law, which he did so much to shape, makes him seem a contemporary. All of us owe him so much that it is entirely fitting that President Eisenhower should acknowledge the debt in a speech this week at Philadelphia, and that Harvard should honor John Marshall next month with a symposium on "Government under Law." Moreover, it well behooves the rest of us to refresh our memories of who John Marshall was and what he did.

To begin with, he was a soldier, and a brave one, who followed his fellow Virginian, Washington, through some of his toughest battles and was his deputy judge advocate at Valley Forge (later, Washington's nephew, Bushrod Washington, chose Marshall to write the dead President's biography). Also he was a lawyer, not a well-read one but schooled enough, in those pioneer days, to start a practice in Richmond. Before long he was in politics, served in the legislature, got elected to Congress as a Federalist. John Adams made him Secretary of State. In 1801, when Adams also made him Chief Justice, nobody dreamed that for the next third of a century this unpretentious man would make himself into a legal sovereign who would mold the U.S. Constitution to suit his beliefs, and so firmly that none who came after him could undo it. He was a lanky, drawling, unkempt, easygoing giant of a man whose looks, humor and manner would later suggest comparison to Lincoln's. "The acme of judicial distinction," he remarked, "means the ability to look a lawyer straight in the eyes for two hours and not hear a damned word he says." He was so natural and unassuming that few sensed the granite strength and character underneath his banter.

His career was bracketed, at each end, by two of the strongest Presidents in history, Jefferson and Jackson, both of whom hated everything he stood for. Yet Marshall serenely wrote his own charter through all their ruthless opposition. His figure loomed so large that many people later thought Marshall, the fourth Chief Justice, had actually been the first.

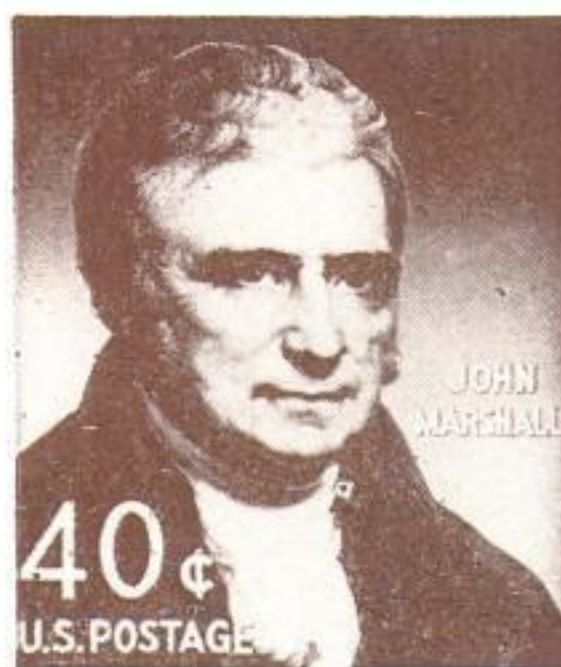
In a sense he was. Before Marshall the Supreme Court was insignificant—so much so that when the new capital at Washington was built no provision was made for housing it (it had to meet in a basement room of the Senate). And it was so powerless that John Jay, the actual first Chief Justice, refused reappointment because he thought the job was beneath him. The time, moreover, was one of revolt against law; while the Federalists were in power their "National" judges, using the Sedition Act passed in fear of French Revolutionary propaganda, had fined and jailed numerous newspaper editors and other "Republicans" (as Jeffersonians were then called) for so much as criticizing the President. When the radical forces under Jefferson swept to power, their first objective was to make the judiciary subservient to their equalitarian ideas and above all drive out Marshall as the last refuge of Federalist "autocracy." But Marshall, by the sheer strength of his character and the genius of his legal mind, not only managed to survive but establish his own "strong government" ideas during the regime of the anti-centralist Republicans. What those ideas were can be simply stated: 1) to make the U.S. into a nation instead of a loose confederacy of equally powerful states and 2) make this national authority supreme. In a series of brilliant decisions Marshall did so. Many of them are today regarded as dubious

law ("Nothing is left of them," one historian puts it wryly, "but their influence"), and Marshall himself hardly knew enough law to pass a modern bar examination. But he did not need to know precedents; he was an artist, an original, who created his own. Marshall's mind went straight for the jugular vein.

In one important decision, *Marbury vs. Secretary of State Madison*, the issue was whether the Jefferson government could refuse to deliver judicial commissions already signed and sealed by the outgoing Federalists. Jefferson was eagerly awaiting such an order as an excuse to go after Marshall. Instead Marshall put everyone off balance by skipping past the issue but declaring that the law involved was itself "unconstitutional." It was the first time the court had ever assumed the right to pass on the legality of an act of Congress. Thus, in this insignificant case, Marshall created the process of judicial review now taken for granted. In a Baltimore tax case he established the supremacy of federal legislation over any conflicting state legislation ("the power to tax is the power to destroy"). He refused to upset a notorious Georgia land fraud, perpetrated by a bribed legislature; he affirmed it to lay down the principle of the sanctity of contracts. In the famous Dartmouth College case he spelled out the legal rights of a corporation (in this case, a charity) in a manner that became the broad and flexible charter for the incredible expansion of U.S. commerce and industry which began about the time of his death in 1835. His influence is as modern as the Supreme Court's outlawing of F. D. Roosevelt's National Recovery Act in 1935 and as alive as the court's 1952 restoration of the steel industry to its private owners after Harry Truman had illegally seized it.

There has been a tendency to misread that influence as placing property rights above human rights. But Marshall respected property precisely because he regarded its protection as one of the indispensable human rights. Without Marshall the U.S. might not have become as much a "government of laws and not of men," as it now is. Without Marshall the courts might not have been, as much as they now are, the inviolable refuge of all citizens against executive or legislative abuses. Marshall's handwriting on our history is large. It lives best in the words chiseled above the Supreme Court whose immense powers and prestige are his greatest memorial: "Equal Justice under Law."

What is justice, what is law? Most Americans would agree with Solon's concept of the *climate* of justice: When those who are not injured are as indignant as those who are, and with Spinoza's concept of the law—that the state's purpose is not restraint by fear but to free every man from fear so that he may live securely. This accords with the ancient concept of "unalienable rights" endowed by a Creator ("Equal justice shall there be . . . for I am the Lord") which our founders held. But we know that many modern states use "laws" to suppress these rights. Therefore, law is empty and hollow unless it governs both the rulers and the ruled, the judges as well as the judged. No part of law, including the Supreme Court, is inviolable as such (both Lincoln and F. D. Roosevelt wanted to weaken the court) but endures and thrives only when it is a part of the living conscience of the people. We do well, then, to remind ourselves, in our freedom which is in part John Marshall's lengthened shadow, that law is our guarantor of liberty, and indeed of life itself.



A NEW STAMP HONORS  
MARSHALL'S BICENTENARY





FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

## Tastes like the kind Italians make— Spaghetti Sauce with Meat

**I**F YOU THINK this sauce looks especially rich and savory, you're right. It's Spaghetti Sauce with *meat*, by FRANCO-AMERICAN. And it has the same tantalizing fragrance and flavor that come out of an Italian kitchen.

The recipe for it is quite complicated and, of course, "Italian." It includes fine quality beef in succulent bits. And thirteen other ingredients

such as onions, parsley, tomatoes, spices.

If you cooked a sauce like this at home, it would take you literally *hours*. But all you do with Franco-American Spaghetti Sauce is *heat* it 3 minutes—and you're ready to ladle it out.

Just for fun, see how many people ask you for the recipe when you serve this enticing, Italian-style spaghetti sauce. (You can tell

them it's a deep, dark secret. It *is*.) And the cost, remember, is less than 7 cents a serving!

**SPAGHETTI SAUCE**

**with Meat**

**by FRANCO-AMERICAN**



# For BACK-TO-CAMPUS...Look to

The big fashion stories of the year are datelined College Campus, U.S. A. Color is rampant. Styling is more briskly, crisply spiced. Revolutionary weaves and finishes marry function and fashion as never before. In such a trend to practical elegance, one name dominates . . . The '55 University Look is essentially McGregor Sportswear.



**ELDORADO TWEED JACKET** — wild and woolly! Flaming red wool fleece lining. \$50.00. Authentic Seymour Flannel Shirt, wool \$11.95. English-loomed flannel Balmoral Slack. \$18.95.

**DRAMBUIE SPORTCOAT**—deep-loomed luxury, gold-printed lining. \$45.00. Magnificent Candleglo gab shirt, washable. \$8.95. Eden Vest in Imported wool \$12.95. Cambridge Flannel slack. \$17.95.

**NYLON: SEAGULL JACKET** reverses to Princeton-Knit nylon fleece for warmth-without-weight. Just wash-and-wear \$25. Orlon-Wool Dormandy Shirt. \$10.00. Dacron-Wool gabardine DaVinci Slack. \$19.95.

<sup>1</sup>Woven by Travis

**PLUSH CONTINENTAL JACKET** of cashmered wool. \$22.95. Aegean Sweater \$10.00. The sweater-neck picks up tints and glints in smooth, yet tweed texture. Aegean Shirt \$7.95.

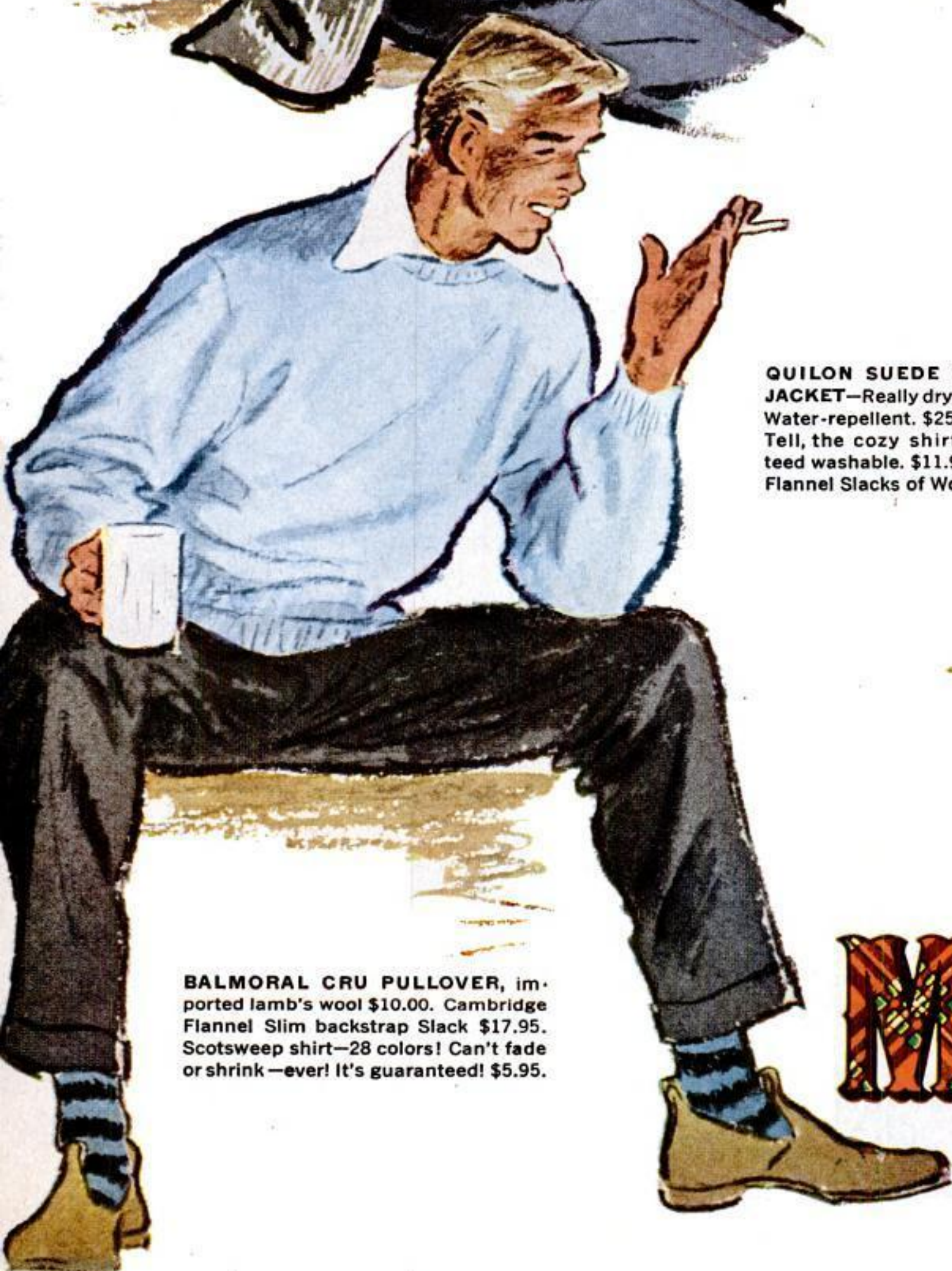




# McGregor for the '55 University Look

**UNIVERSITY CORD COAT**, striped tartan trim \$22.95. Grosgrain Corduroy Shirt \$8.95. 2-tone Lambtone Vest \$7.95. 100% worsted Sweater, lamb's wool with orlon \$7.95. Leather-trimmed Cortina Whipcord Slack \$12.95.

**EXPLORER JACKET**, Nylon-cotton. Jet-Cel-Lite lining. No Draft Ventilation collar. \$25.95. Washable High Flinton Shirt \$7.95. Brussels 100% worsted Sweater \$6.95. Shannon Cortina Slack \$17.95.



**QUILON SUEDE LEATHER JACKET**—Really dry-cleanable! Water-repellent. \$25.00. William Tell, the cozy shirt. Guaranteed washable. \$11.95. Frosted Flannel Slacks of Wool. \$16.95.



**BALMORAL CRU PULLOVER**, imported lamb's wool \$10.00. Cambridge Flannel Slim backstrap Slack \$17.95. Scotsweep shirt—28 colors! Can't fade or shrink—ever! It's guaranteed! \$5.95.

## MCGREGOR\*

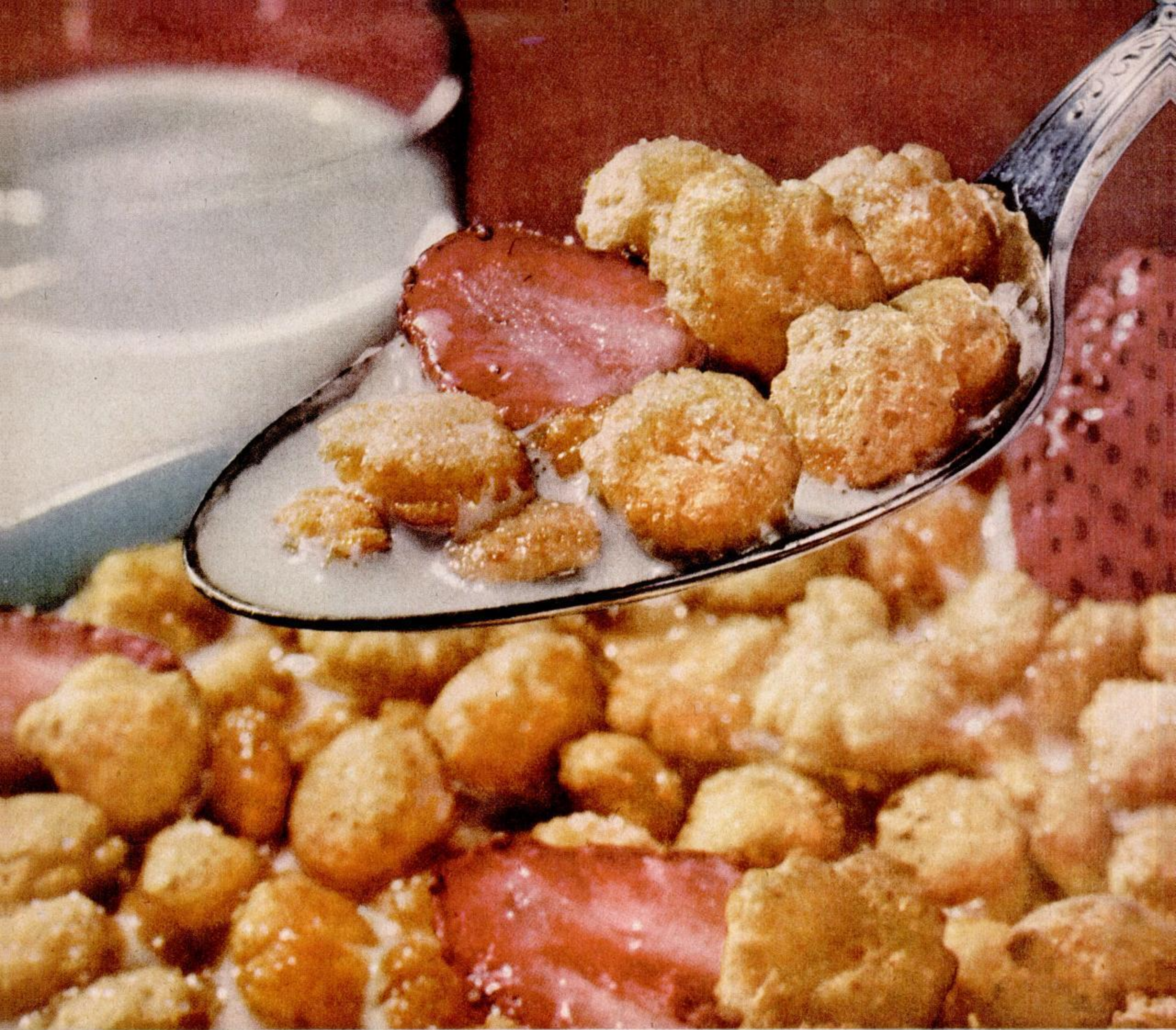
*Sportswear made in U.S.A.*

Also Boy-Sized, Boy-Priced at better stores everywhere.

Or write McGregor Sportswear, 303 Fifth Avenue, New York 16, N.Y.

\* TRADE MARK





CLOSE-UP PHOTO of new High Puff Corn Kix taken with magni-lens camera. Notice how each tiny particle of sun-ripened corn has been puffed wide

open. Then gentle toasting makes it crisp, full-flavored, more easily digested. Best of all, you'll find High Puff Corn Kix tastes even better than it looks!

You're looking "CLOSE-UP"  
at a new breakfast experience!  
New **HIGH PUFF CORN KIX**



Betty Crocker of General Mills says—  
"The nourishing goodness of High Puff Corn Kix  
helps keep you feeling fit all morning long."







**ON TRIAL** for killing fellow prisoners of war, Sergeant James C. Gallagher of Brooklyn takes the stand in own defense at his court-martial in New York.

## FROM THE ORDEALS OF PRISONERS OF WAR IN KOREA

# A MORAL MANDATE FOR ALL AMERICANS

Last week in an austere hearing room in New York a young Army sergeant, who had been a prisoner of the Communists in Korea, sat impassively through a court-martial. The sergeant, James C. Gallagher, was accused of collaborating with his captors, of informing on his comrades and of the "unpremeditated murder" of three fellow prisoners. Even as the evidence piled up against him (*next two pages*), an extraordinary document, called forth by the circumstances that produced the Gallagher case, appeared in Washington. For the first time a presidential order enunciated a code of conduct for Americans who become prisoners of war.

The new code (*p. 34*) is stern in terms of duty but compassionate in terms of human understanding, for Korea revealed what new ordeals of body and spirit fighting men must now endure. In a report accompanying

the new code, the heartbreaking record of Korea was summed up—the death marches, the brainwashing, the turncoats. Ever since this story began to unfold and U.S. soldiers (Gallagher is the 10th) were put on trial for collaborating with the enemy, the U.S. has been deeply troubled by questions these trials raise. How far should a prisoner go to save his life? How much fiendish Communist pressure can he be expected to withstand?

To answer these questions the report, excerpts from which are printed on the following pages, goes beyond the rules of military behavior and into the field of morals and ethics. It demands stern justice for those who yield but promises charity to those who yield under duress. It defines the duties of a soldier—and it also charges all citizens to understand and measure up to the great precepts by which democracy lives.





## Out-performs and out-lasts any ball point you've ever seen!

It's things you don't see, deep inside a Parker Jotter that make it outstanding for long, long writing life. Only Parker's Jotter has a point whose stainless steel ball rolls in a socket of finest bronze—with a cartridge that rotates a quarter turn every time you press the button. Wear is so evenly distributed it's practically negligible. These Parker *exclusives* make Jotter the writing champion of them all! Jotter actually writes five times longer than ordinary ball point pens—always a smooth, clear line. Your choice of *four* Jotter point sizes. Durable stainless steel cap and nylon barrel.

*Parker Jotter* BALL POINT PEN \$295

CDPR. 1955 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U.S.A.; TORONTO, CANADA

Parker Jotter can write all the dictation  
in 89 shorthand books without reloading.



## AS A CASE IN POINT UNFOLDS



**BITTER CONFRONTATION** takes place in court when Sgt. 1/c Lloyd W. Pate (*third from left*) points at Gallagher (*right*) as the man who, Pate said, hung a fellow prisoner to a wall until he died. Sergeant Pate said, "... I made a promise to that kid, to his God, to my God and to

## THE STERN LESSONS

*In drawing up the Code of Conduct for U.S. servicemen, the 10-member committee made up of top-ranking retired officers and Defense Department officials headed by Assistant Secretary Carter Burgess consulted not only military men but theologians, labor leaders, psychologists and ex-prisoners. Below are excerpts from the committee's report: on page 34 is the complete text of the code.*

**UP FROM BARBARISM** Fighting men declare it is neither dishonorable nor heroic to be taken prisoner. In the sense that the victim does not covet it, but finds himself unable to avoid it, capture is an accident.

For a full understanding of today's prisoner of war problem, knowledge of the past is essential. Primitive man and his barbarian descendant annihilated or enslaved all foemen captured. One finds in Samuel: "Thus saith the Lord of Hosts . . . go and smite Amalek and utterly destroy all they have, and spare them not."

Chivalry developed in the Western world with the rise of Christian civilization, the concept of "Do Unto Others." Warrior or liegeman was pledged to remain true to his king or cause, even if captured. Some time during the Crusades a rule evolved in regard to prisoner interrogation. The captive knight was permitted to divulge name and rank—admissions necessitated by the game of ransom. The rule holds today, as imposed by the Geneva Conventions.

To discourage desertions during the Revolution, the United States established the death penalty for those prisoners who, after capture, took up arms in the service of the enemy. During the





myself that the man who murdered him would be brought to justice. That is the man." In this courtroom scene the law officer and stenographer are sitting at left, next to the witness. Court members are at the semicircular table in the rear. Standing at right is Major James Jenkins, the prosecutor. A defense counsel, Captain George B. Barrett Jr., sits next to Gallagher.



**COURT-MARTIAL PROSECUTOR**, Major Jenkins, crossexamines Gallagher while assistant takes notes. Gallagher denied point by point the charges against him but admitted under sharp questioning that he signed a Chinese petition for Americans to stop fighting.



**A TRIAL WITNESS**, Sgt. Donell Adams, draws map of Korean prison while defense attorney (standing), Gallagher look on. He said Gallagher threw sick men into subzero cold "like a bartender tossing a drunk." Gallagher was convicted, sentenced to prison for life.

## OF HISTORY HELP DRAW A 'LINE OF RESISTANCE'

Civil War a War Department order provided that it was the duty of a prisoner of war to escape. American troops have demonstrated through all wars that they do not surrender easily and they have in general performed admirably in their country's cause as prisoners of war.

**COURAGE IS NOT ENOUGH** During the Korean war a total of 7,190 Americans were captured by the enemy. The captives were marched off to various prison camps. The first ordeal the prisoner had to suffer was the march to one of these camps. Wounded prisoners were jammed into trucks that jolted, dripping blood, along broken roads.

In the worst of the camps, the prisoners existed by the skin of their teeth and raw courage. Fortunately, only a few officers were "Progressives." However, their influence was unfortunately strong on the enlisted men. If the captain can do it, why can't I? Breakdown of leadership was exactly what the enemy desired.

When plunged into a Communist indoctrination mill, the average American POW was compelled to participate in debates about American politics and American history. And many times the Chinese or Korean instructors knew more about these subjects than he did. Some of the POWs had heard of Communism only as a name. Many of the POWs knew too little about the United States and its ideals and traditions. It seemed that these POWs in question had lost their battle before they entered the service.

**BRAINWASHING AND BIOGRAPHIES** In some cases U.S. prisoners of war were subjected to mental and physical torture, psychiatric

pressures. Most of the prisoners, however, were not subjected to brainwashing. A prisoner was queried on his home life and educational background. The interrogator made him put it in writing—a biographical sketch. The prisoner was usually compelled to write more. He might discover that he had written a confession of some kind. The author's mistake was in taking pen in hand.

In battle and in captivity the fighting American is no better than his training and education. Military schooling can teach him combat skills. But skill must be reinforced by will—by moral character and beliefs instilled in home and classroom long before a lad enters the service.

**MISCONDUCT BY A MINORITY** A total of 4,428 American fighting men were recovered from enemy prison camps in Korea. Of the 565 whose conduct was questioned, 373 were cleared or dropped after investigation. Of the remaining 192 suspects, 68 were separated from the services, six were convicted by courts-martial. Charges included homicide and treasonable collaboration with the enemy, combined with informing on fellow prisoners.

**HOW 'SPARTAN' A CODE?** In striving to design a code of conduct for United States fighting men, the Defense Advisory Committee weighed opposing points of view in regard to the "name, rank, serial number and date of birth" provision embodied in the Geneva Conventions [which] has been called the "Spartan Code." To some persons, such a restrictive code seemed unrealistic. Authorities pointed out that Communist interrogators had bent such men of steel as Cardinal Mindszenty. Why,





# Step Up!

The popularity of Black & White Scotch Whisky keeps right on going up, because its quality and character never change.



## "BLACK & WHITE"

*The Scotch with Character*

BLENDED SCOTCH WHISKY 86.8 PROOF

THE FLEISCHMANN DISTILLING CORPORATION, N. Y. • SOLE DISTRIBUTORS



**HIGHEST-RANKING EX-PW** among men contributing to committee findings was Gen. William Dean, whose Korean captors drove him to try suicide.

### A MORAL MANDATE CONTINUED

then, the dissenters asked, should a man endure purgatory when his "breaking" was inevitable?

The committee agreed that a line of resistance must be drawn somewhere and initially as far forward as possible. The name, rank and service number provision of the Geneva Conventions is accepted as this line of resistance. It is recognized that the POW may be subjected to an extreme of coercion beyond his ability to resist. If in his battle with the interrogator he is driven from his first line of resistance, he must be trained for resistance in successive positions. And, to stand on the final line to the end—no disclosure of vital information and above all no disloyalty in word or deed to his country, his service or his comrades. An American is responsible and accountable for his actions. Prisoner of war status doesn't change this nor does it change the obligation to remain faithful to the United States and to the principles for which it stands. Throughout his captivity, a prisoner should look to his God for strength to endure whatever may befall. He should remember that the United States of America will neither forget, nor forsake him, and that it will win the ultimate victory.

Modern warfare has brought the challenge to the doorstep of every citizen, and so the code may be a code for all Americans if the problem of survival should ever come to our own main streets.

### THE CODE OF CONDUCT

I am an American fighting man. I serve in the forces which guard my country and our way of life. I am prepared to give my life in their defense.

I will never surrender of my own free will. If in command I will never surrender my men while they still have the means to resist.

If I am captured I will continue to resist by all means available. I will make every effort to escape and aid others to escape. I will accept neither parole nor special favors from the enemy.

If I become a prisoner of war, I will keep faith with my fellow prisoners. I will give no information or take part in any action which might be harmful to my comrades. If I am senior, I will take command. If not, I will obey the lawful orders of those appointed over me and will back them up in every way.

When questioned, should I become a prisoner of war, I am bound to give only name, rank, service number and date of birth. I will evade answering further questions to the utmost of my ability. I will make no oral or written statements disloyal to my country and its allies or harmful to their cause.

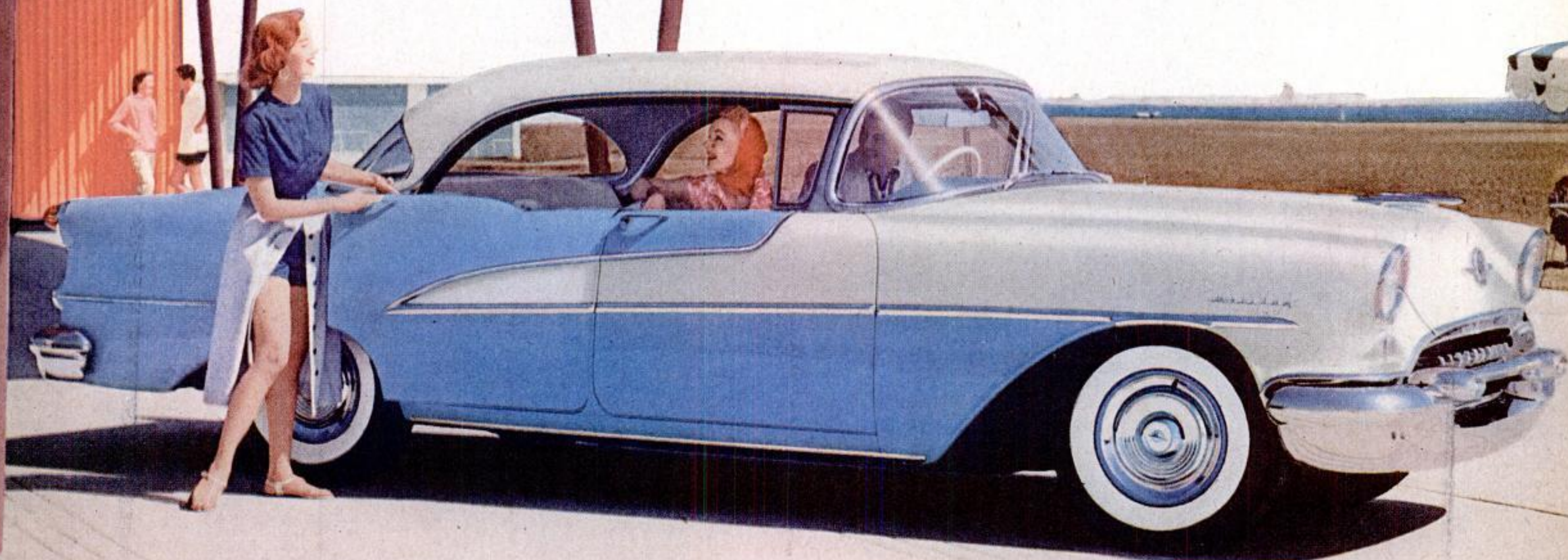
I will never forget that I am an American fighting man, responsible for my actions, and dedicated to the principles which made my country free. I will trust in my God and in the United States of America.



As you would expect, it's Oldsmobile—pioneer in hardtop styling—  
that brings you the *first luxury hardtop with four doors*.

This Ninety-Eight DeLuxe Holiday Sedan is smart as a convertible,  
yet offers full four-door sedan convenience *and room*. No center  
posts mar the flow of lines—and there's no folding the front seat forward ever!

From the smallest detail right on to the challenging performance of  
the "Rocket" 202 Engine, this is a car for the person who favors the  
exceptional. Come try it at your Oldsmobile dealer's . . . now!



NINETY-EIGHT DELUXE  
HOLIDAY SEDAN

SEE YOUR NEAREST OLDSMOBILE DEALER

Copyrighted material



# Now, your choice ...in the

Sport coats, telephones, houses, refrigerators and now Royal De Luxe® Portable Typewriters give you the chance to express your personality in color.

And think what fun it's going to be to get better marks in school when you type your work on one of these gorgeous new Royals. Educators tell us that marks go up when work is typed. The work looks neater . . . is easier to read and grade. Spelling improves. Sentences become sharper and clearer.

Only \$9.95 down. 18 months to pay. Liberal trade-in on your old typewriter. *Remember: More students want Royal Portables than the next three makes combined.\**



Now in color—the new rugged **ROYAL®** portable

Royal Typewriter Company, Division of Royal McBee Corporation.



# of color

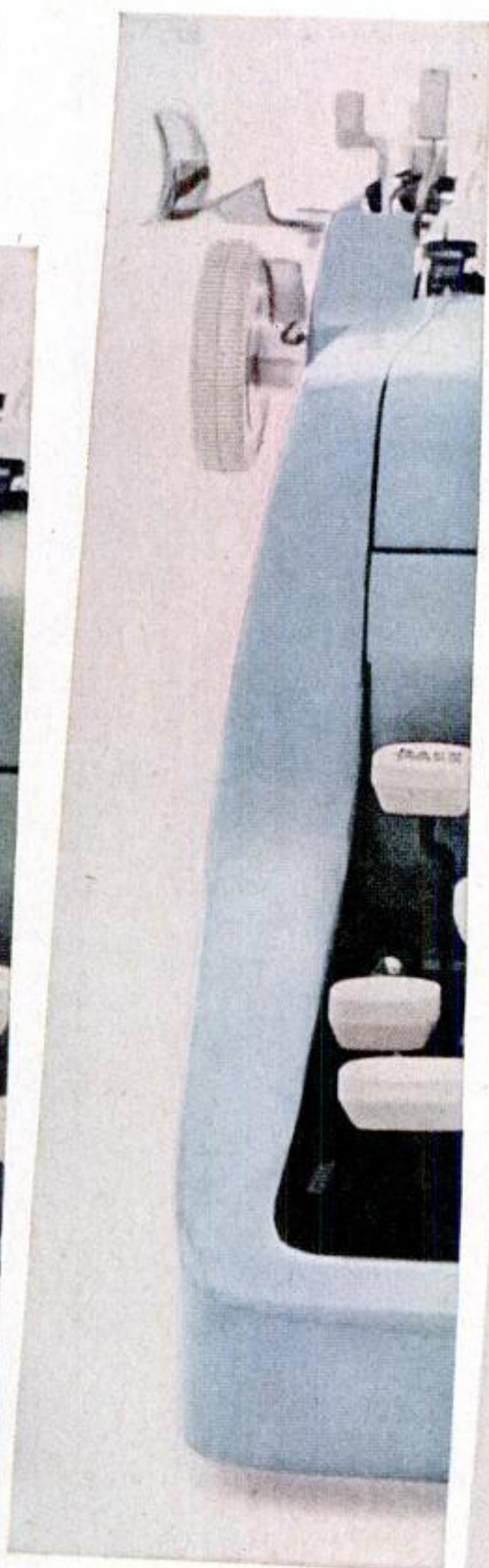
# Royal Portable!



● *spell better*



● *hand in neater work.*



● *think clearer*



● *get better grades*



\$9<sup>95</sup> down. 18 months to pay. Liberal trade-ins.

\*Based on a nationwide survey among more than 4000 high school students of both sexes living in 30 different cities located in 22 different states.





*Deliciously yours,*

*P.S. Mm-m-m! Which will you try first...the roast beef?...  
the meat loaf? No matter. Just try any cold cuts with Hunt's  
nice-and-spicy catsup. Can't help lovin' that wonderful flavor!*



Hunt Foods, Inc., Fullerton, Calif.





BULLETS FOR IRELAND BUTTON

# IRISH FANATICS FIRE OLD FEUD

## U.S. friends lend them a hand

Ireland's eternal war against the British, an issue that seems practically antique to everybody but the Irish, bubbled up last week to plague the British cabinet and Imperial General Staff. Members of the outlawed Irish Republican Army raided an army barracks near Reading, England, tied up 20 members of Her Majesty's forces and escaped with 68 guns and 80,600 rounds of ammunition. Although Scotland Yard got the guns back and three men were arrested, the other raiders escaped.

It was not the first such raid by the I.R.A., nor is it likely to be the last. The violent methods of the I.R.A., whose aim is to unite the six separated counties of Ulster with Ireland, are deplored, at least officially, by most Irish. The organization of some 5,000 hard-core extremists is banned even in the Republic of Ireland. But it persists—partly on funds that come from the U.S. Such organizations as the Fenian Society, along with former I.R.A. members, take up collections in America and sell little BFI (Bullets for Ireland) pins. Although this is the work of a small minority of the U.S. Irish, it helps keep an old quarrel alive.

No 1470		ÓGLAÍGH na h-ÉIREANN	
<b>IRISH REPUBLICAN ARMY</b>			
12-5-1955			
Fuarasat o. Fenian Society of Philadelphia		Special Drive	
an méid seo leas...		Two Hundred Dollars	
psillins...		pinšinn	
£ \$200.00		P.B. Moore Cisteoir an Airm	

**REBEL RECEIPT**, on form partly in Irish, notes \$200 raised in special drive by Philadelphia group.

**HUDDLE IN NEW YORK** is held by I.R.A. veterans, hiding their faces, at Clan na Gael hall under portrait of James Connolly, who led 1916 uprising. Two have served prison terms for I.R.A. activity.



**RALLY IN LONDON**, under police protection, is held after Reading raid by Sinn Fein, which works

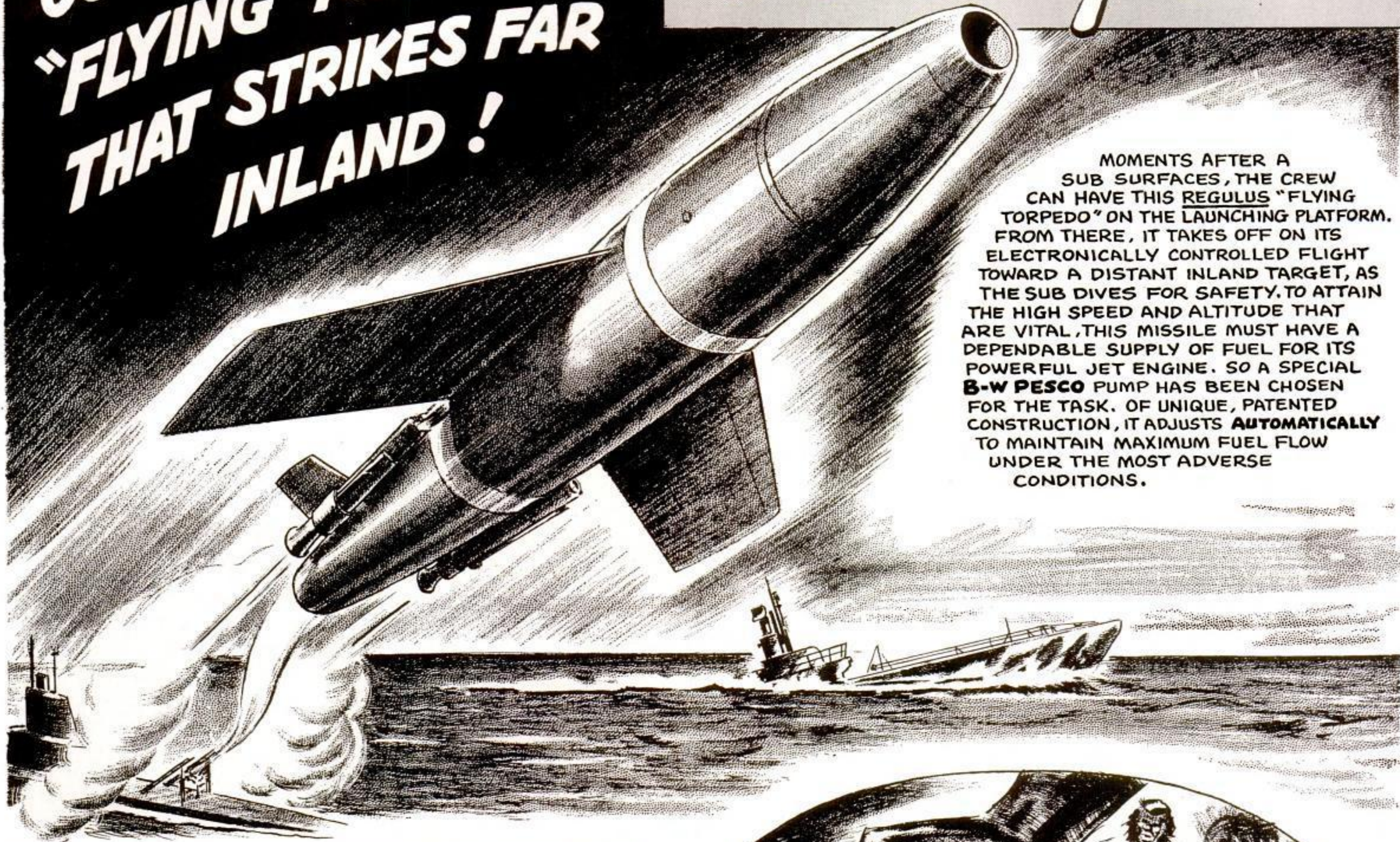
closely with the I.R.A. Speaker, Danny Ryan (*open shirt*) was fired from job as carpenter after this rally.



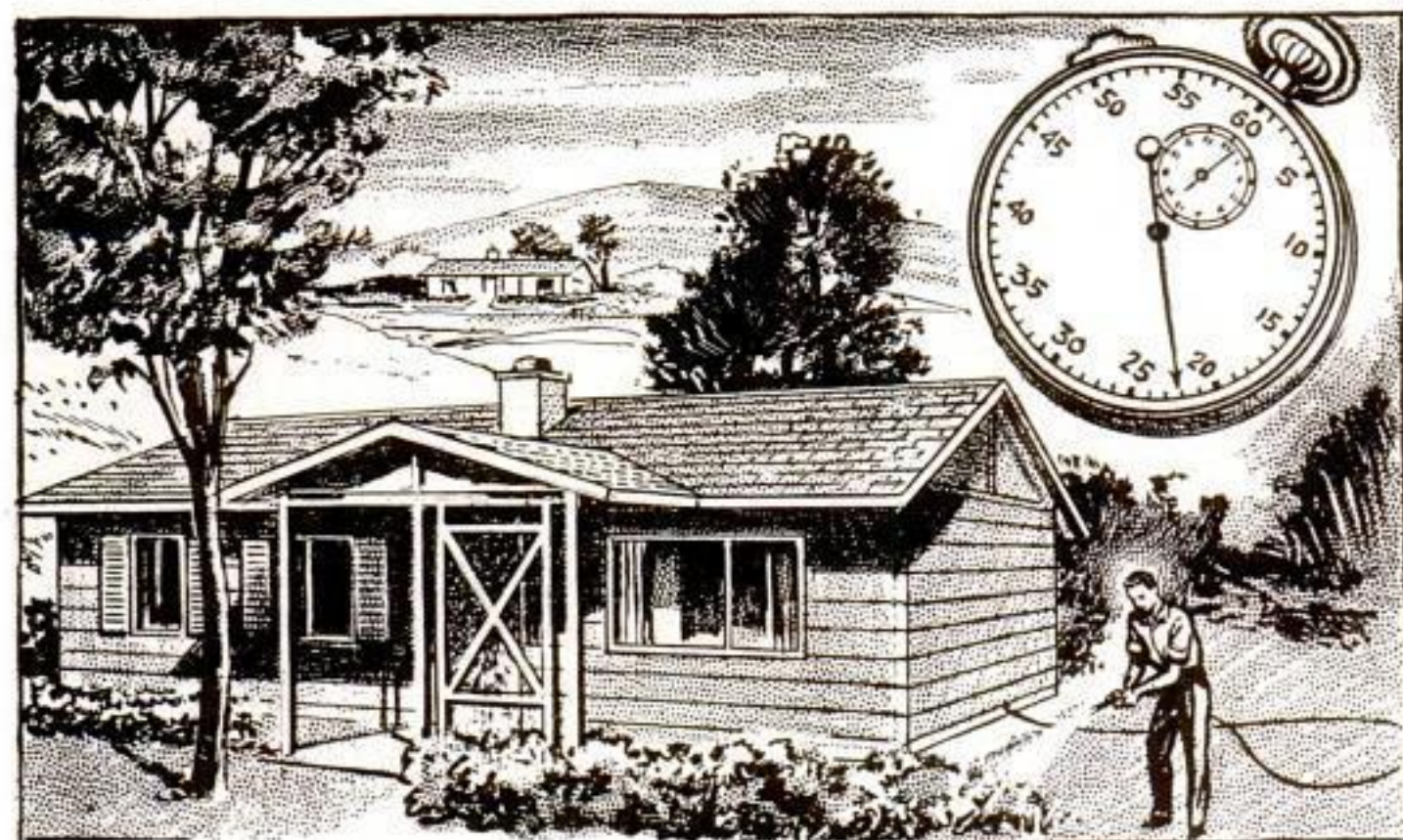


**OUT OF THE DEPTHS--  
"FLYING TORPEDO"  
THAT STRIKES FAR  
INLAND!**

**Ripley's**



MOMENTS AFTER A SUB SURFACES, THE CREW CAN HAVE THIS REGULUS "FLYING TORPEDO" ON THE LAUNCHING PLATFORM. FROM THERE, IT TAKES OFF ON ITS ELECTRONICALLY CONTROLLED FLIGHT TOWARD A DISTANT INLAND TARGET, AS THE SUB DIVES FOR SAFETY. TO ATTAIN THE HIGH SPEED AND ALTITUDE THAT ARE VITAL, THIS MISSILE MUST HAVE A DEPENDABLE SUPPLY OF FUEL FOR ITS POWERFUL JET ENGINE. SO A SPECIAL **B-W PESCO** PUMP HAS BEEN CHOSEN FOR THE TASK. OF UNIQUE, PATENTED CONSTRUCTION, IT ADJUSTS **AUTOMATICALLY** TO MAINTAIN MAXIMUM FUEL FLOW UNDER THE MOST ADVERSE CONDITIONS.



**IN 1955... A NEW HOUSE STARTED EVERY 22 SECONDS!**

THE 1,450,000 HOMES STARTING THIS YEAR ARE CREATING A TREMENDOUS DEMAND FOR APPLIANCES, FURNACES, INSULATION, AIR CONDITIONING AND OTHER B-W PRODUCTS. FOR EXAMPLE, THE NATION'S LARGEST PRODUCER OF HOMES ALONE WILL USE OVER 20,000 BATH TUBS FROM **B-W'S INGERSOLL PRODUCTS**. THEY'RE STRONGER THAN ORDINARY TUBS, YET  $\frac{2}{3}$  LIGHTER, FOR EASY ONE-MAN INSTALLATION... AND FINISHED WITH A UNIQUE SUPER-LUSTROUS, FADE-PROOF AND STAIN-RESISTANT ENAMEL.



**WILD MEN FROM BORNEO HAD SECRET OF MODERN DIESEL ENGINE!**

CENTURIES AGO BORNEO NATIVES LIGHTED FIRES BY DEPRESSING A WOODEN PLUNGER IN A SMALL CYLINDER CONTAINING TINDER. THE AIR INSIDE GOT SO HOT A FIRE WAS STARTED. THIS SAME PRINCIPLE IS USED IN MODERN DIESEL ENGINES. PRIMITIVE MAN CAME UPON THIS IDEA ACCIDENTALLY, BUT TODAY AMERICA CAN'T LEAVE TECHNICAL PROGRESS TO CHANCE. 40,000 NEW ENGINEERS ARE NEEDED YEARLY. INTERESTED HIGH SCHOOL STUDENTS SHOULD CONSULT THEIR SCIENCE TEACHERS NOW.

**185 PRODUCTS  
IN ALL ARE MADE BY**

**BORG-WARNER**



# Believe It or Not!

ENGINEERING

**B-W**

PRODUCTION

**BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!**

**19 OUT OF THE 20 MAKES OF CARS**  **CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANE**  **AND MANY SHIPS**  **HAVE VITAL B-W COMPONENTS. 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES.**  **MILLIONS ENJOY B-W HOME EQUIPMENT AND APPLIANCES.** 

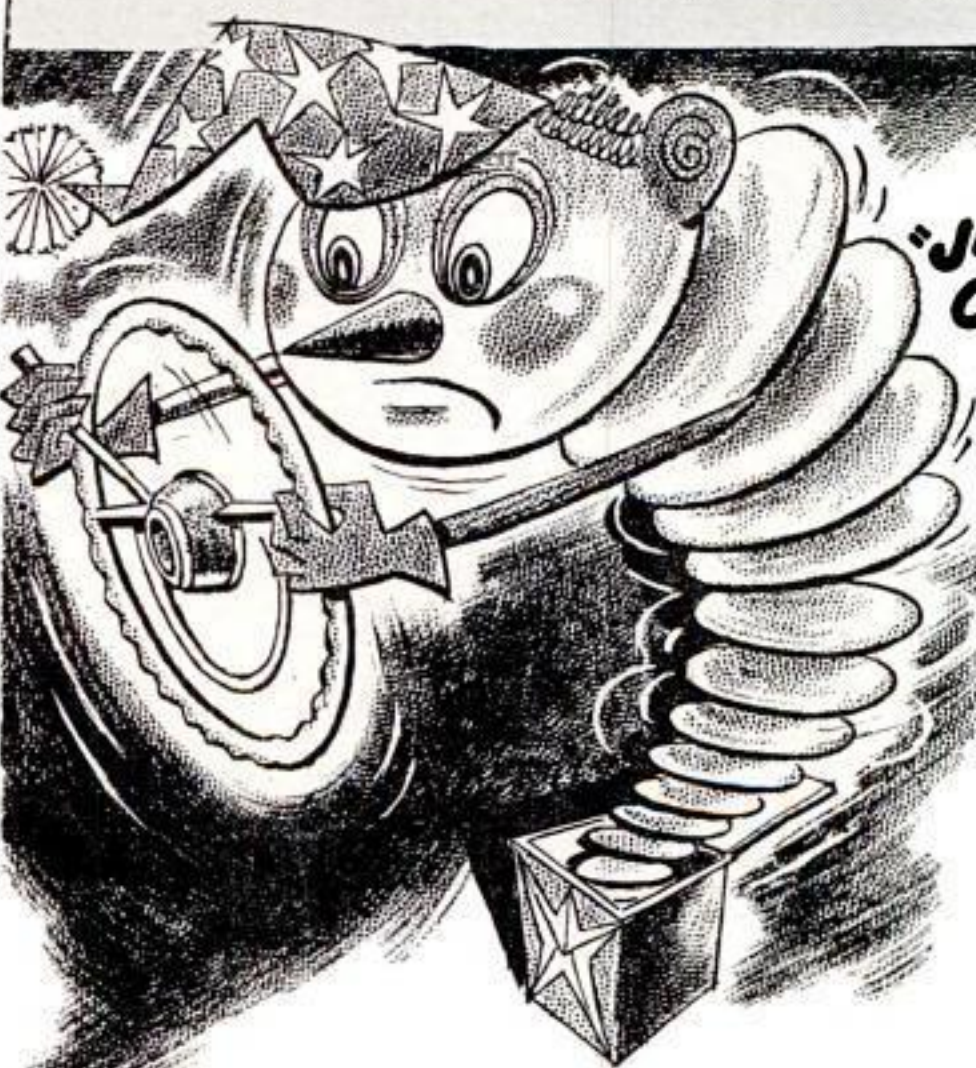


## IN OLD POMPEII-- THE HOTTEST THING IN WATER HEATERS!

THIS FIRST-CENTURY APPLIANCE HEATED A TANKFUL OF WATER, STEAMING HOT BY CIRCULATING IT THROUGH THE HOLLOW WALLS ENCLOSING THE FIREPOT. MANY HEATERS STILL WORK INDIRECTLY LIKE THIS, HEATING METAL WALLS FIRST, THEN THE WATER. BUT IN **B-W NORGE ELECTRIC WATER HEATERS** SUBMERGED COILS HEAT THE WATER DIRECTLY...AND FAST. NO CURRENT IS WASTED HEATING METAL TANK WALLS.

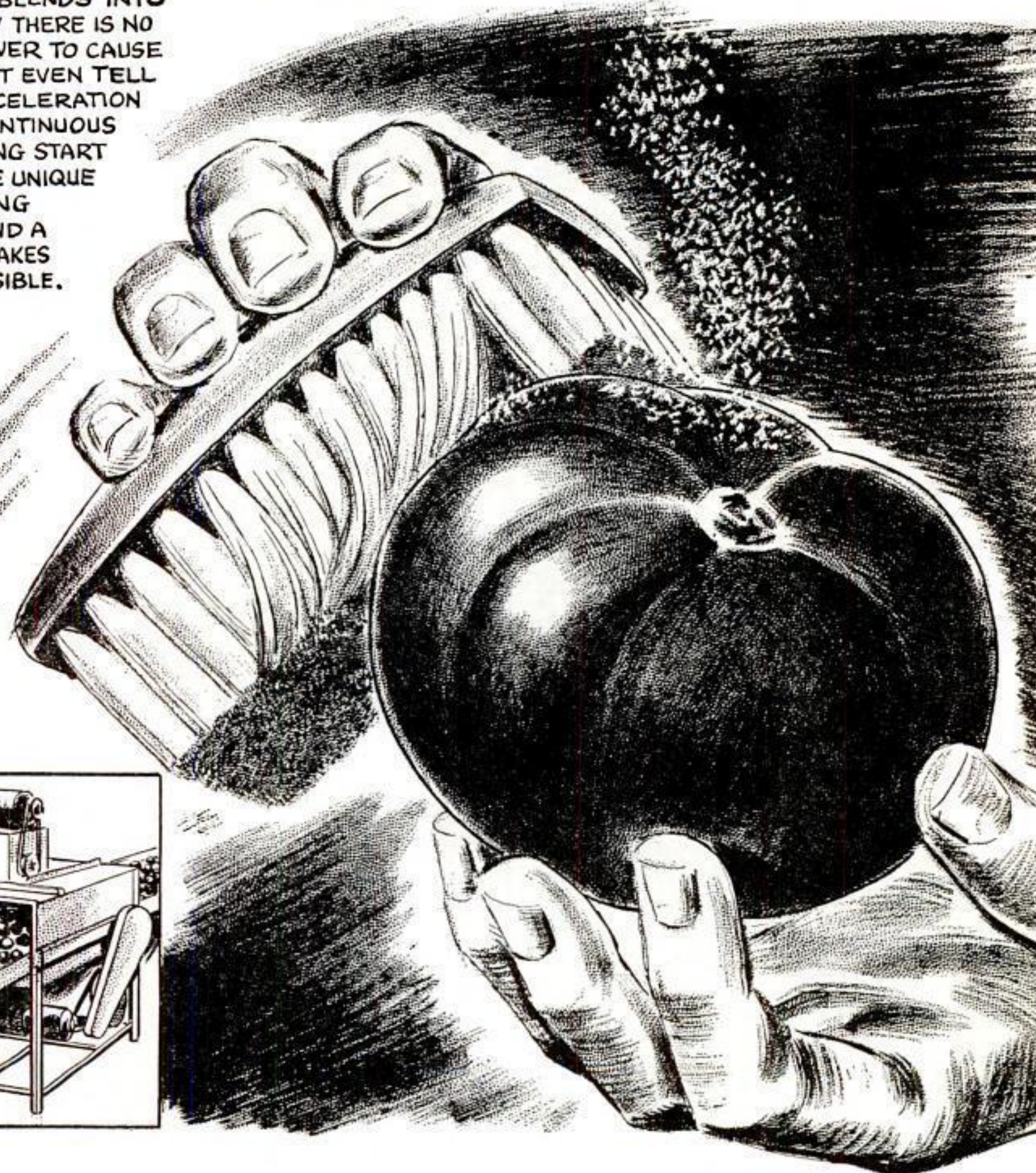
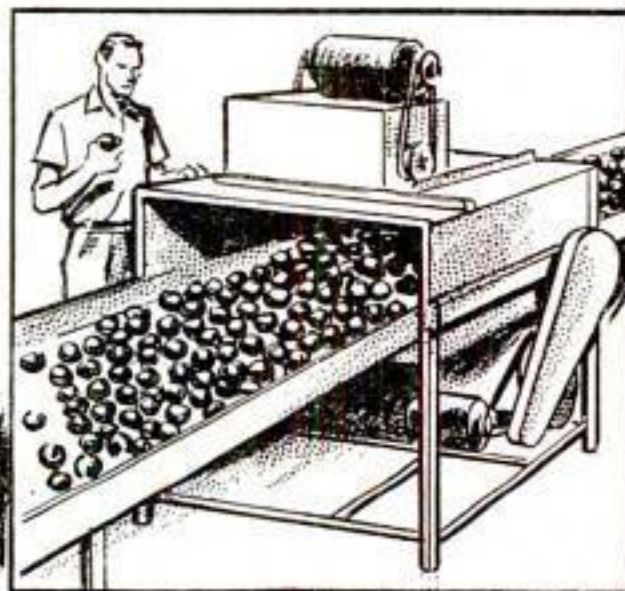
## "JUMPING JACK" SHIFTS CAN'T HAPPEN WITH B-W AUTOMATIC TRANSMISSIONS!

IN A CAR EQUIPPED WITH A B-W AUTOMATIC TRANSMISSION, EACH SPEED RANGE BLENDS INTO THE NEXT SO QUICKLY THERE IS NO INTERRUPTION OF POWER TO CAUSE JERKINESS. YOU CAN'T EVEN TELL WHEN IT SHIFTS! ACCELERATION IS ALWAYS IN ONE, CONTINUOUS SURGE FROM STANDING START TO FULL CRUISE. THE UNIQUE B-W WAY OF COMBINING AUTOMATIC GEARS AND A TORQUE CONVERTER MAKES THIS SMOOTHNESS POSSIBLE. IT ASSURES REAL GAS SAVINGS, TOO.



## POLISHING ON A "SECOND SKIN" TO MAKE FRESHNESS LAST!

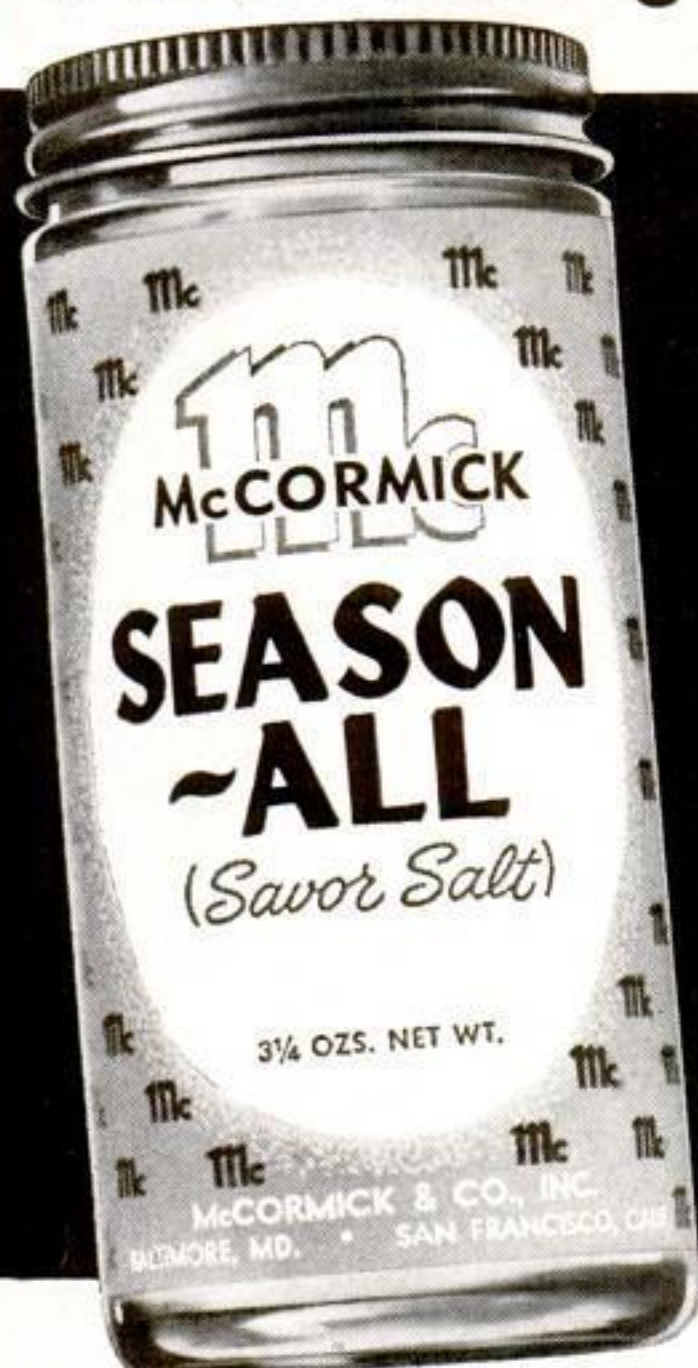
NOW AN UNUSUAL MACHINE HELPS FRUITS AND VEGETABLES STAY FRESH UP TO TWICE AS LONG! SOFT-BRISTLED BRUSHES POLISH ON A PROTECTIVE WAX COATING THAT SEALS IN VITAL MOISTURE. DEPENDABLE **CHAIN DRIVES** FROM **B-W'S MORSE CHAIN** TRANSMIT THE POWER NEEDED TO SHRED THIS SPECIAL WAX, REVOLVE THE BRUSHES AT CONSTANT SPEED. SMOOTH-ACTING, YET RUGGED, THESE DRIVES MAKE POSSIBLE THE HIGH-SPEED PROCESSING OF OVER 125 BUSHELS EVERY HOUR.



These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago. **DIVISIONS:** ATKINS SAW • BORG & BECK • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL CONDITIONED AIR • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • MARBON CHEMICAL • MARVEL-SCHLEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • NORGE • PESCO PRODUCTS • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WOOSTER DIVISION. **SUBSIDIARIES:** BORG-WARNER ACCEPTANCE CORP. • BORG-WARNER INTERNATIONAL • BORG-WARNER, LTD. • BORG-WARNER SERVICE PARTS • LONG MFG., LTD. • MORSE CHAIN • MORSE CHAIN OF CANADA, LTD. • REFLECTAL CORP. • WARNER GEAR, LTD. • WAUSAU MFG. CO. • WESTON HYDRAULICS, LTD.



# NEW!



**ADDS FLAVOR MAGIC** to steaks, chops, fish, soups, salads, eggs, gravies, poultry. Another fine product of **THE HOUSE OF McCORMICK**

Good food requires

*America's No. 1 Pepper!*



Available in food stores everywhere. Buy it today!



One famous emblem... two great brands... **McCORMICK and Schilling**

THE HOUSE OF McCORMICK



SWIRLING ABOUT IN WILD ABANDON! A FIG-LEAFED SATYR DANCES LOCKED WITH A PAIR OF LEAPING BACCHANTES

## A SWISS SALUTE TO FINE WINES



STOUT SILENUS, Bacchus' boon companion, rides a donkey in parade. Jean Monier, baker's son, played part.

**Vevey pays homage to its vintners in a fortnight of pagan pageantry**

Terraced high above Lake Geneva in Switzerland are vineyards from which come a rich and heavy wine with a slight sparkle to it. The people of the lakeside city of Vevey love this wine dearly and four or five times in each century give public testimony to their love by going on one big bust. This August, for the third time in this century, Vevey celebrated; it built a stadium, called in well-known professional dancers and singers to help their own 3,500 amateur performers, and hired bands from as far off as Paris to play for the occasion. Then for two weeks the town let go in colorful pageantry that saluted the pagan gods who preside over the seasons that produce wine.

**HAILING THE GRAPE**, medieval guardsmen, vintners and flower girls stand around Switzerland's cantonal flags. →









**GODDESS OF SPRING**, represented by Françoise Broillet, rides flower-decked float through Vevey streets during parade on opening day of the wine festival.



**GODDESS OF SUMMER**, a part taken by Monique Müller, follows in parade. She and attendants carry grain sheaves symbolic of Ceres, the Roman goddess.



**WINEGROWERS' BANNERS**, carried by Swiss men in regional festival costume, wave above the procession. Elaborate modern parade developed out of the

simple ancient ceremony in which the best winegrowers, carrying their tools on their shoulders, walked to a designated spot in Vevey to receive their prizes.





Your voice of wisdom says **SMOKE KENT**

Only KENT goes to the extra expense to give  
you the exclusive scientific Micronite Filter



... Quite naturally, you pay a few pennies more. But the real question is, can you afford *not* to smoke KENT?

For KENT (and only KENT) has the Micronite Filter . . . the *finest-quality* filter in a cigarette. And only the unique material in this filter removes every trace of harshness.

That's why KENT tastes so clean, so fresh. It's why you never tire of KENT, no matter how much you smoke.

Yes, you pay a trifle more for KENT. But what a difference those few extra pennies make! Just try a carton of KENT, and see.



KING SIZE OR REGULAR  
BOTH SAME PRICE

**KENT** *the only cigarette with the Micronite Filter*

"KENT" AND "MICRONITE" ARE REGISTERED TRADEMARKS OF P. LORILLARD COMPANY





# "PEDIGREE"

the quality **5¢** pencil...

*Cheaper  
buy the dozen*

**39¢**  
a dozen  
*Our Regular 60¢ Value*

**BACK-TO-SCHOOL SPECIAL!**

*Micro Pencil Sharpener*

**WITH EACH DOZEN PAK OF PEDIGREE PENCILS!**



Slips on top  
of pencil



Flips to  
use eraser

Right now, in every dozen-pak of Pedigree quality pencils, you get the new patented Micro Pencil Sharpener, the handiest, best working Sharpener you ever did use. It's free — not a penny extra. Hurry! Get yours now! Supplies are limited.



©1955

**EMPIRE PENCIL CO.**  
Shelbyville, Tenn., U.S.A.  
Div. of Hassenfeld Bros., Inc.

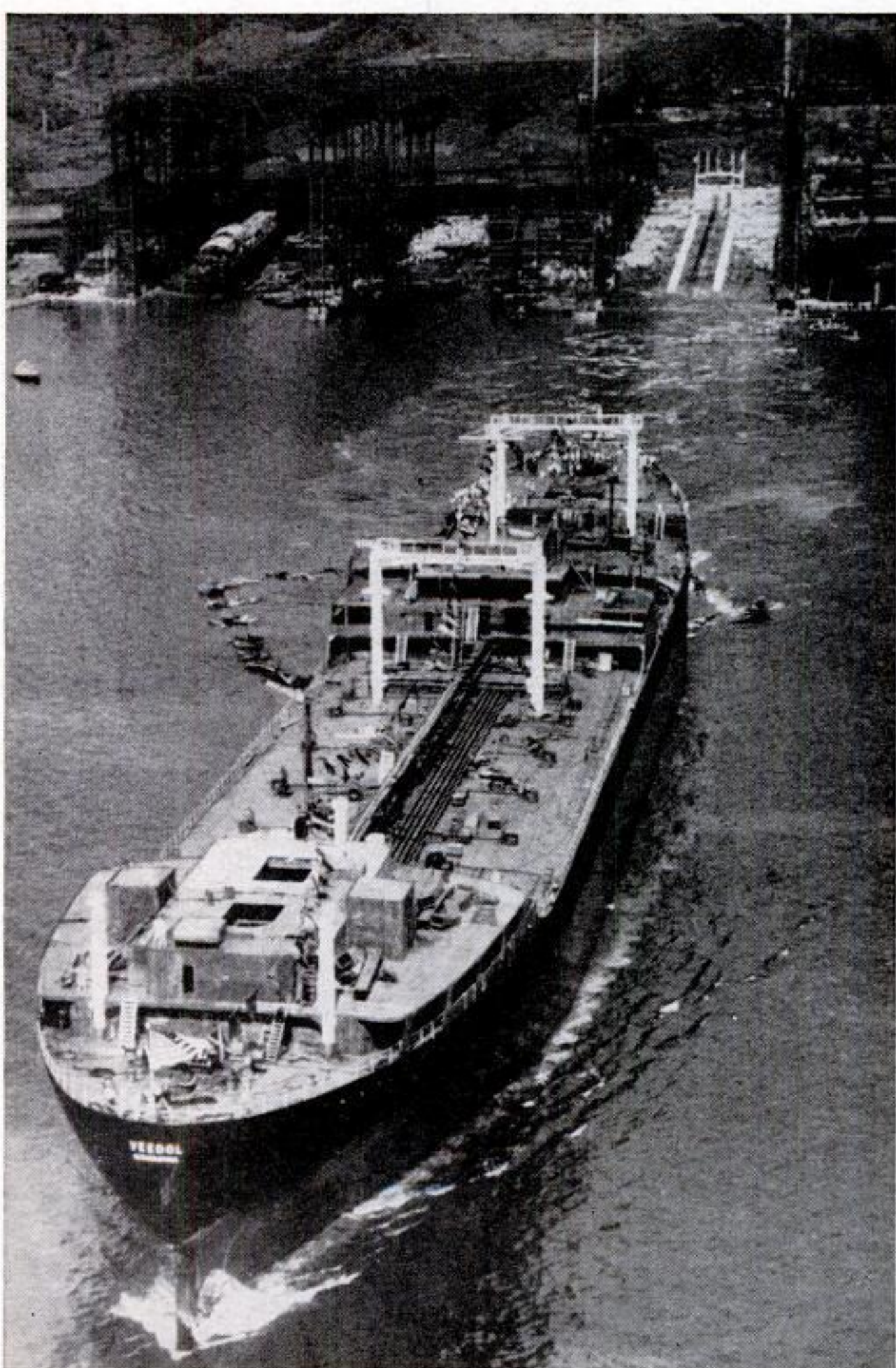
**EMPIRE... WORLD'S BEST PENCIL VALUE!**





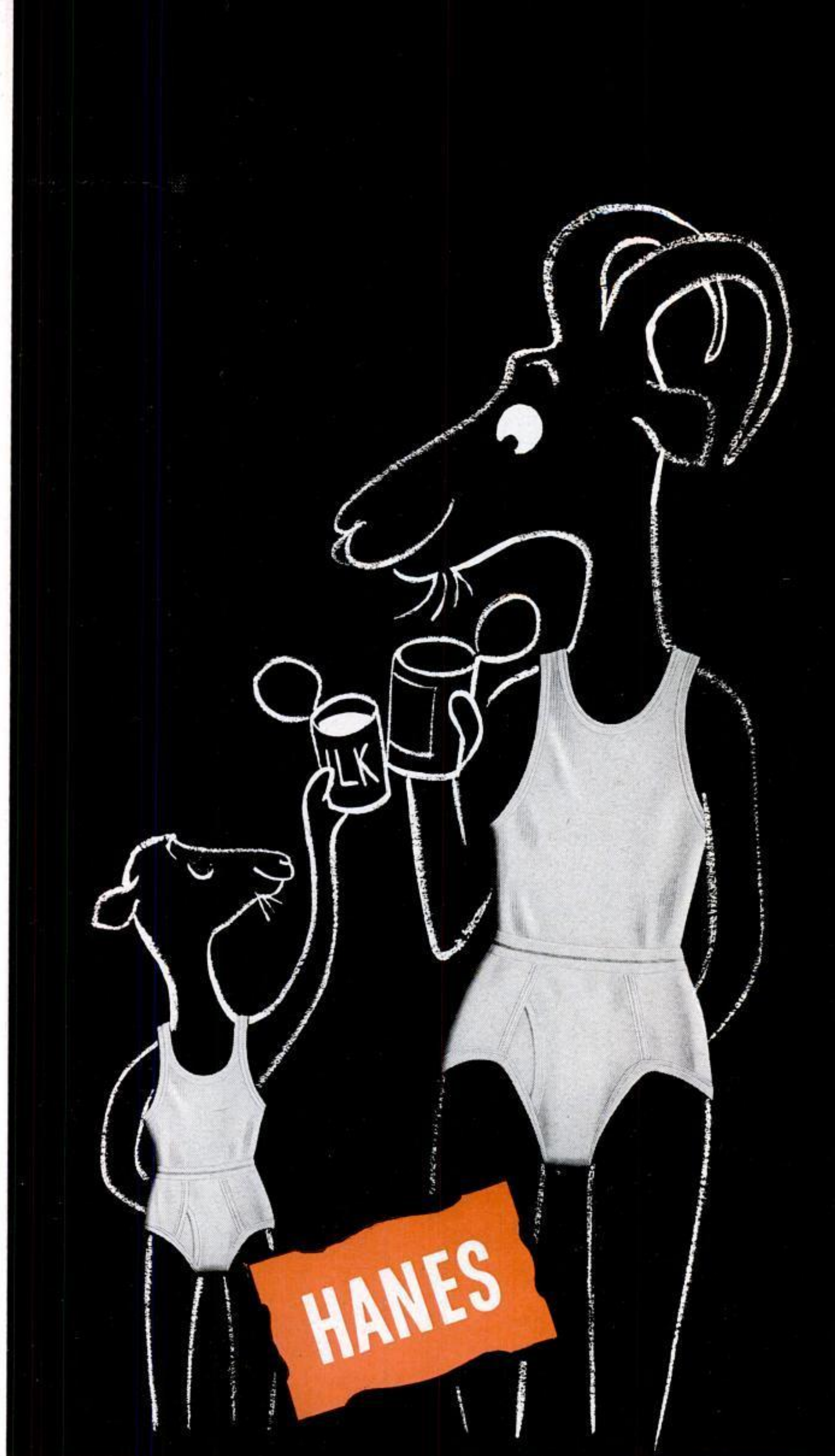
MRS. JOHN M. ALLISON, WIFE OF U.S. AMBASSADOR, CUTS VESSEL FREE

## GAILY THE JAPANESE LAUNCH A SHIP



VESSEL TAKES THE WATER WHILE CROWDS ON THE BANKS WAVE HAPPILY

FOR WHAT HAPPENED NEXT, TURN PAGE . . .



## every family has men who'd like Hanes

No matter the size—billy or kid—Hanes means value.

Hanes underwear is size-fast; it launders beautifully and no "kid"-ding . . . you save money on every Hanes garment you select.

Why? Because Hanes buys its own cotton, spins its own yarn, knits its own cloth—thereby eliminating many outside costs that you normally pay for.

Hanes underwear is knit of highly absorbent, combed cotton. And . . .

- waistbands are made of heat-resistant elastic
- long-wearing Nylon reinforces stress points
- men's briefs have a hygienic, double-panel seat

You can't say "ba-a-a" to these prices: Undershirts, 75c (boys', 55c). Fig Leaf Briefs, 89c to 95c (boys', 65c). Hoof it on down to your dealer's today and look for that famous red label. If he doesn't have Hanes, he can get it for you.

Remember, to get more than you bargained for, be sure the name's . . .

P. H. Hanes Knitting Co., Winston-Salem 1, N. C.

Canadian manufacturer and distributor, C. Turnbull Limited, Galt, Ontario





## It pays to stop at your shoe repair shop

In a matter of minutes, your shoe repairman can take shoes with that "down-at-the-heel" look and make them look as trim and neat as new again—with these heels that are famous for comfort, famous for wear!

Which heel do you prefer?



**NEOLITE \$1.25**

Generous NEOLITE inserts make this the finest, longest-wearing heel ever!



**NEOLITE PLUG \$1.00**

Cushion-easy Goodyear rubber—NEOLITE Plugs at points of greatest wear.



**WINGFOOT \$.85**

America's favorite for over 35 years—neat-looking, long-wearing, economical!

Your shoe repairman has Goodyear heels the right size, the right type, the right price for everyone. See him today—let him get you set for the easiest walking you ever had!

# NEOLITE

## SOLES and HEELS

Made only by **GOODYEAR**

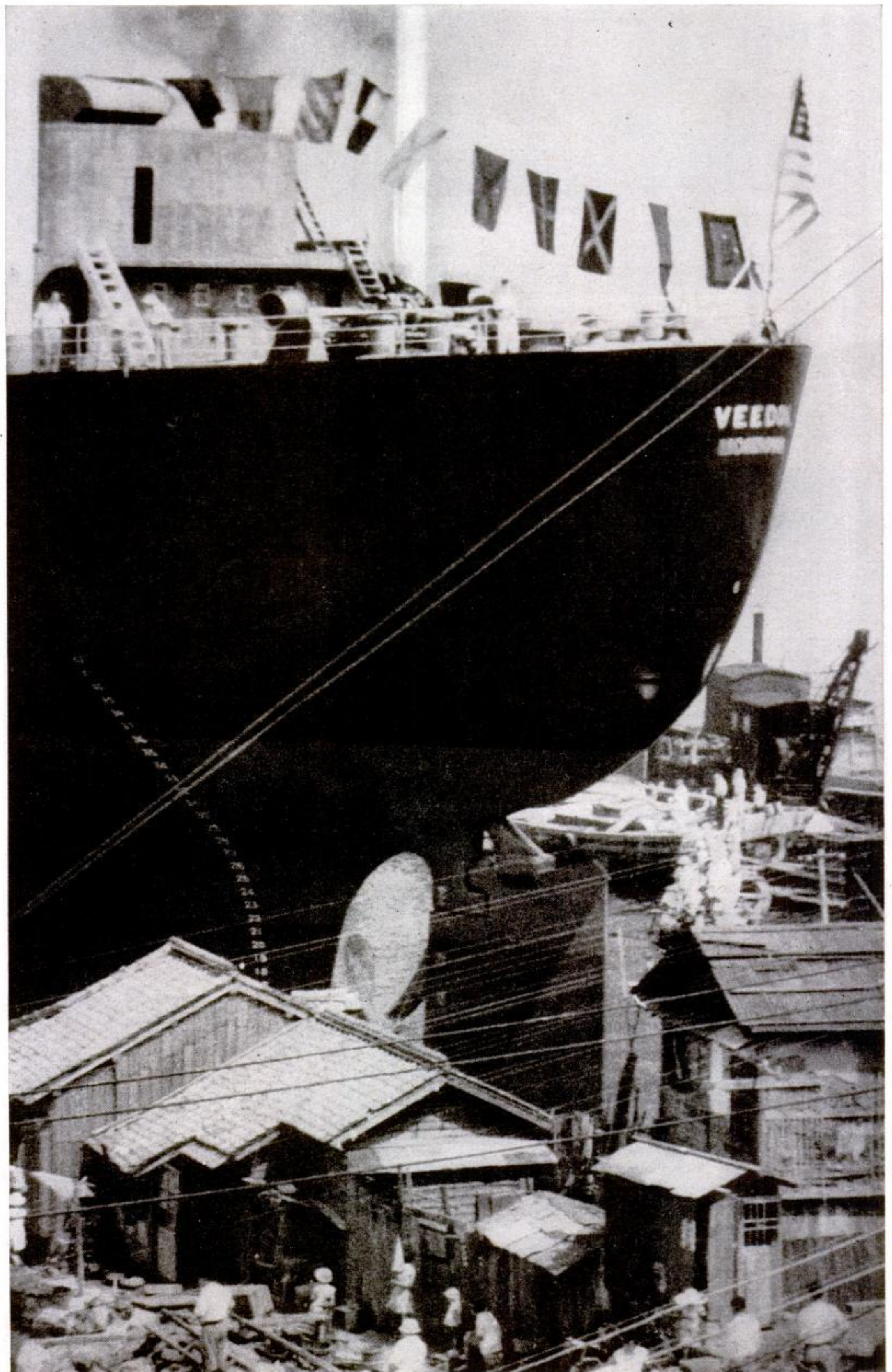
NEOLITE, AN ELASTOMER-RESIN BLEND, AND WINGFOOT, T.M.'S—  
THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Gay Launching CONTINUED

## ... THE SHIP CLIMBS RIGHT UP ONTO THE LAND AGAIN

The launching of the 45,000-ton tanker *Veedol* (shown on the previous page) was a proud moment for the Mitsubishi shipyards of Nagasaki. Built for an American company, the big ship was a testimonial to Japan's industrial recovery, and 10,000 Japanese turned out to cheer excitedly as it moved down the greased ways.

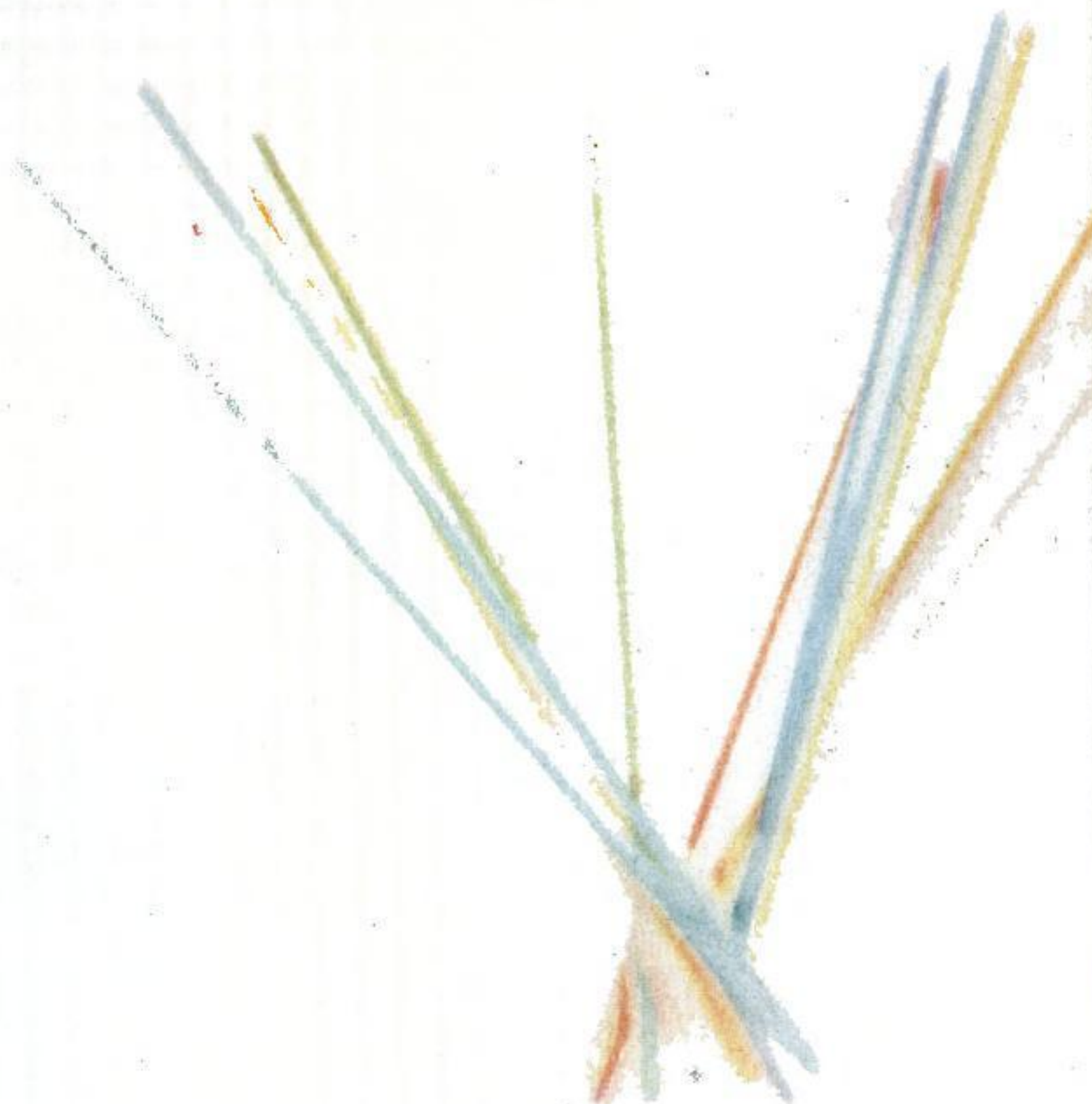
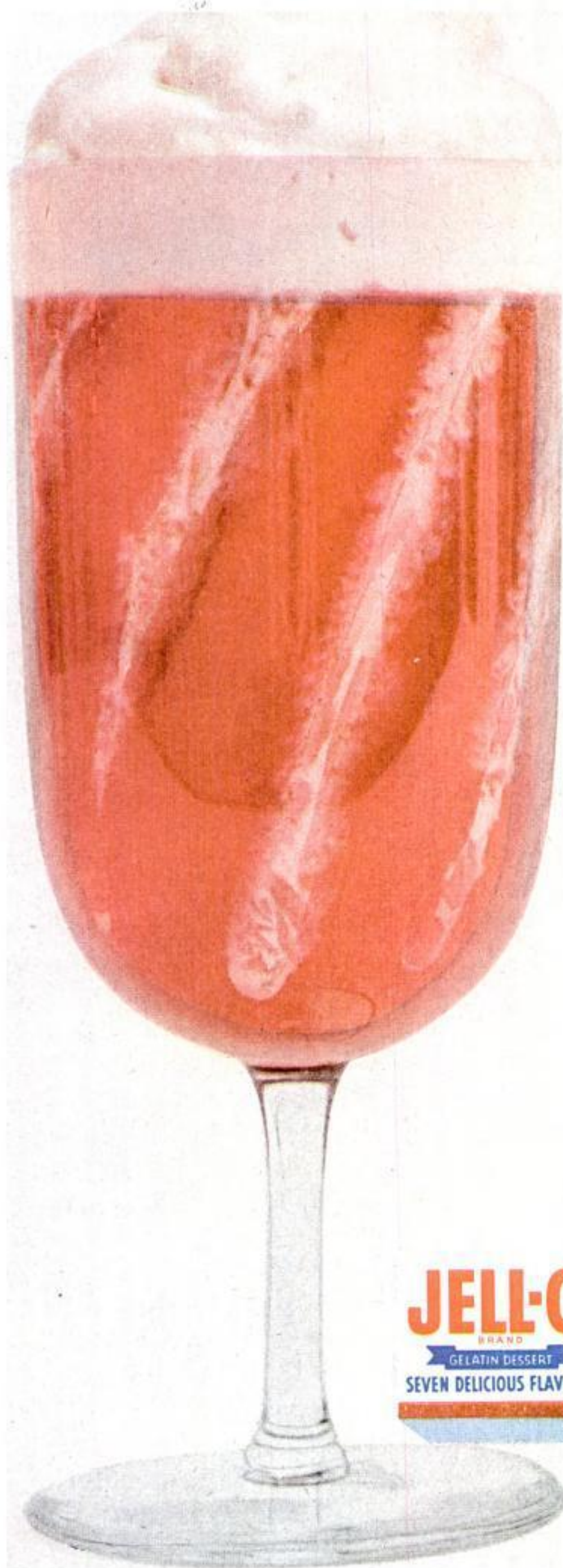
Then suddenly they gasped. The chains had snapped. The vessel plunged across the 2,000-foot-wide waterway and climbed right back onto dry land—into the Yamamoto shipyards opposite. It was most embarrassing and, even though the damage was small, it took seven tugs seven hours to pull *Veedol* afloat again.



LOOMING UP OVER THE SHEDS AT A SMALLER SHIPBUILDER'S YARDS, THE BIG RUNAWAY TANKER AWAITS THE TUGS



Ready... set...  
go Jell-O tonight!



**READY**—for Jackstraw Jell-O, with your favorite Jell-O gelatin dessert flavor (we've used raspberry), dissolved as usual, poured into tall glasses, and put into the refrigerator.

**SET**—and then pour a thin layer of light cream to cover the tops. Now comes the fancy touch: Steadily insert a straw down along the inside edge of the glass, cutting through the outside edge of the Jell-O. When you slowly pull the straw back out, the cream will run in. Top the whole beautiful thing off with whipped cream—or with more light cream—and you're ready to . . .

**GO JELL-O TONIGHT!** Nothing could be easier. Nothing could be prettier. Nothing could be brighter-tasting.

Jell-O practically makes itself!

JELL-O IS A REGISTERED TRADE-MARK OF GENERAL FOODS CORPORATION



*Yours...at the  
...from the land of*





# *bewitching hour* *sky blue waters!*

Ah-h! . . . the hour is enchanted! And you add a touch  
of romance from a wondrous land . . . the land of sky blue waters.  
Hamm's, the beer refreshing . . . the beer with the crisp, clean-cut  
taste . . . the beer that has won the heart of all America.

# *Hamm's*

*the BEER refreshing*

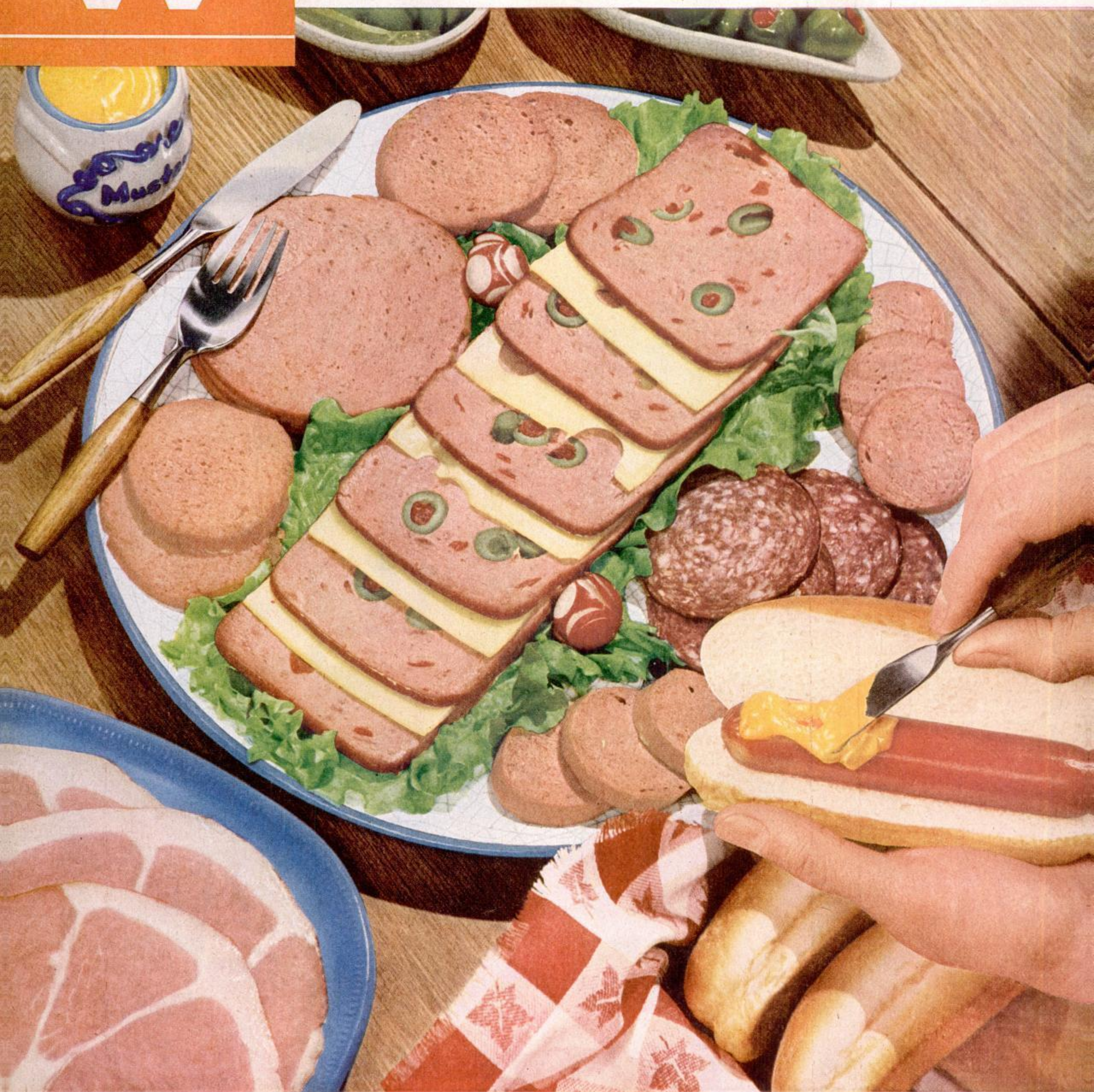
Theo. Hamm Brewing Co., St. Paul, Minn. and San Francisco, Calif.





# W

*"Come and get it!"* They'll come all right—and in a hurry—when the picnic fixings you lay out are Wilson's. There's delicious variety for every taste. Succulent sausages—dozens of kinds. TenderMade Hams. Plump, juicy franks. And delicious Wilson cheeses to complete the feast. Next time you picnic, make it a Wilson picnic!



It's hard to wait when it's  
**WILSON**

WILSON & CO., INC., GENERAL OFFICES, CHICAGO 9, ILLINOIS

Copyrighted material





CAMERA MANNED BY SISTER DOLOROSA PANS ACROSS THE STUDIO AS TWO OF HER TV CLASSMATES GIGGLE WHILE WATCHING OTHER NUNS PERFORM

# Nuns Take on TV

**A CONVENT CREW IN BOSTON STUDIO  
LEARNS NEW TEACHING TECHNIQUES**

Twenty lively nuns overran a studio full of cameras, lights, microphones and monitors in Boston last week and became wise in the worldly ways of television. Parochial school teachers, they were learning the technical tricks of the TV trade from working professionals and expecting that soon they will regularly receive and produce educational telecasts for their schools. On WIHS-TV, set up by the Boston archdiocese as a closed circuit, they worked in front of and behind the cameras, staged commercials they wrote, tossed cues, directed skits, and combined all their talents in a convent-cast version of *Snow White and the Seven Dwarfs*.



*If sweet soft drinks  
leave you thirsty...*

**SWITCH TO**  
**SQUIRT**  
**...never an  
after-thirst!**



*...and, SQUIRT has a  
fresh, clean taste in  
mixed drinks, too!*



COPYRIGHT, 1955, THE SQUIRT COMPANY, SHERMAN OAKS, CALIFORNIA

**NUNS' TV** CONTINUED



**SHORT COMMERCIAL** on wax made a joke of the huge pockets in most nuns' habits. Sister Jeanette LaRosee plugged nun's-pocket-size tin (left).



**DWARF MASK** was fitted on Sister Dolorosa by her summer classmate Sister Alicette for study group's production of skit based on *Snow White*.

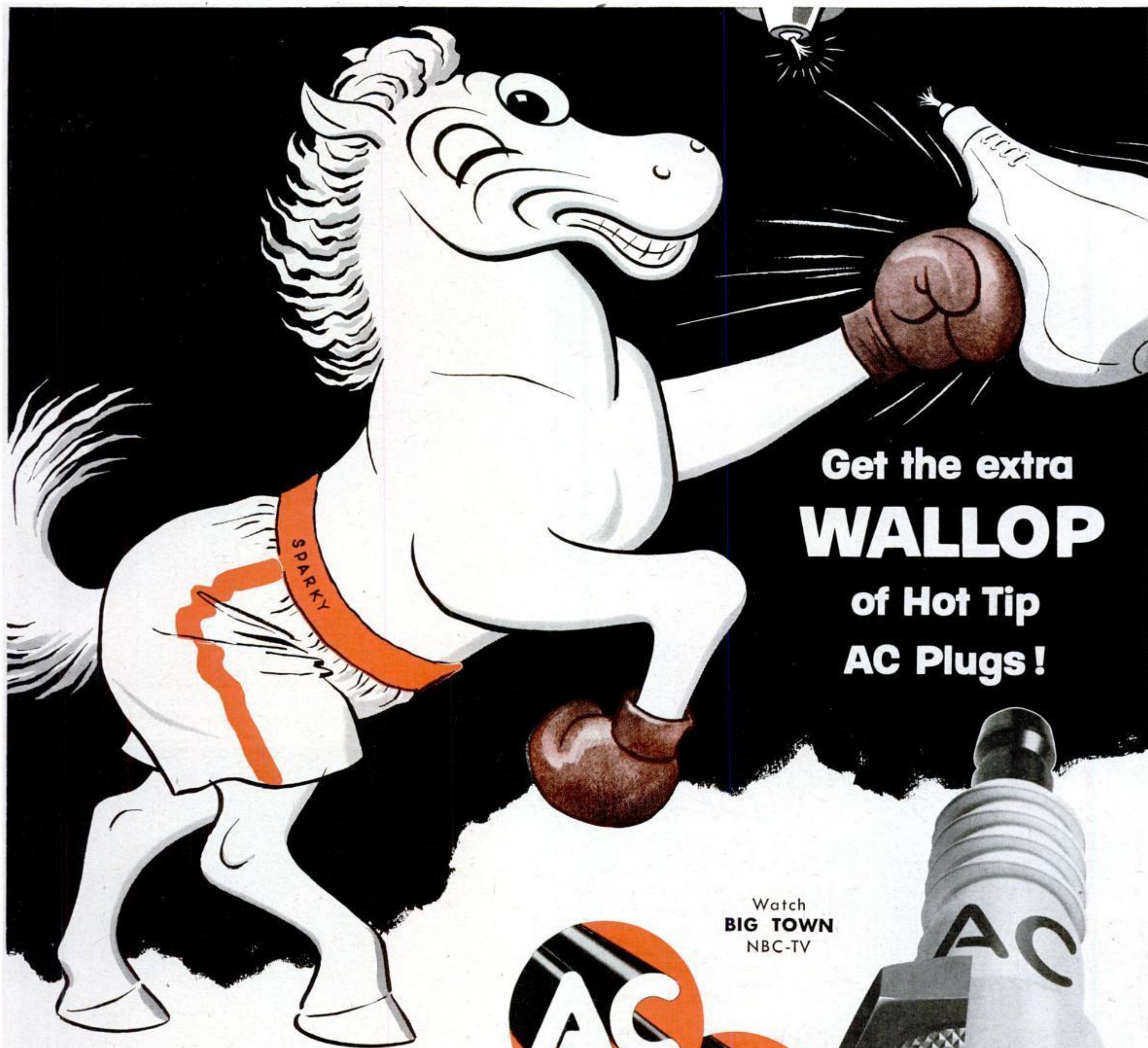


**DWARFS UNMASKING**, Sister Regis Marie and Sister Catherine Mary come out after show. As Grumpy and Sleepy, they whistled while they worked.

CONTINUED

Copyrighted material





Get the extra  
**WALLOP**  
of Hot Tip  
AC Plugs!

Watch  
**BIG TOWN**  
NBC-TV



*Extra punch in your spark plugs . . . extra power in your engine!*

Fouled plugs cause loss of pep, power and performance. They may result in hard starting, too.

That's why it is so important to have Hot Tip AC Spark Plugs in your car. AC's long, thin insulator tips heat faster than ordinary, thick-tip plugs ever can. Carbon and oil are burned away *before* they can deposit and foul plugs. More "wallop" in your spark plugs is the result — more pep and more power in your car!

Have a new set of lively AC Hot Tip Spark Plugs installed every 10,000 miles.

LIVELY CARS

AND LIVELY GAS

CALL FOR

AC HOT TIP PLUGS...



AC SPARK PLUG DIVISION, GENERAL MOTORS CORPORATION

**STANDARD FACTORY EQUIPMENT ON MORE THAN HALF OF ALL CARS BUILT TODAY!**



*DONTOSIN*



**"Time for a Lemonade Lift!"**

**Refreshing!** Lemonade's the beverage that picks you up... without letting you down! That quenches thirst like nothing else! It's ready in seconds with Frozen Lemonade from sunny California. Just open can...add water, ice. Nice mixed with ginger ale or soda!

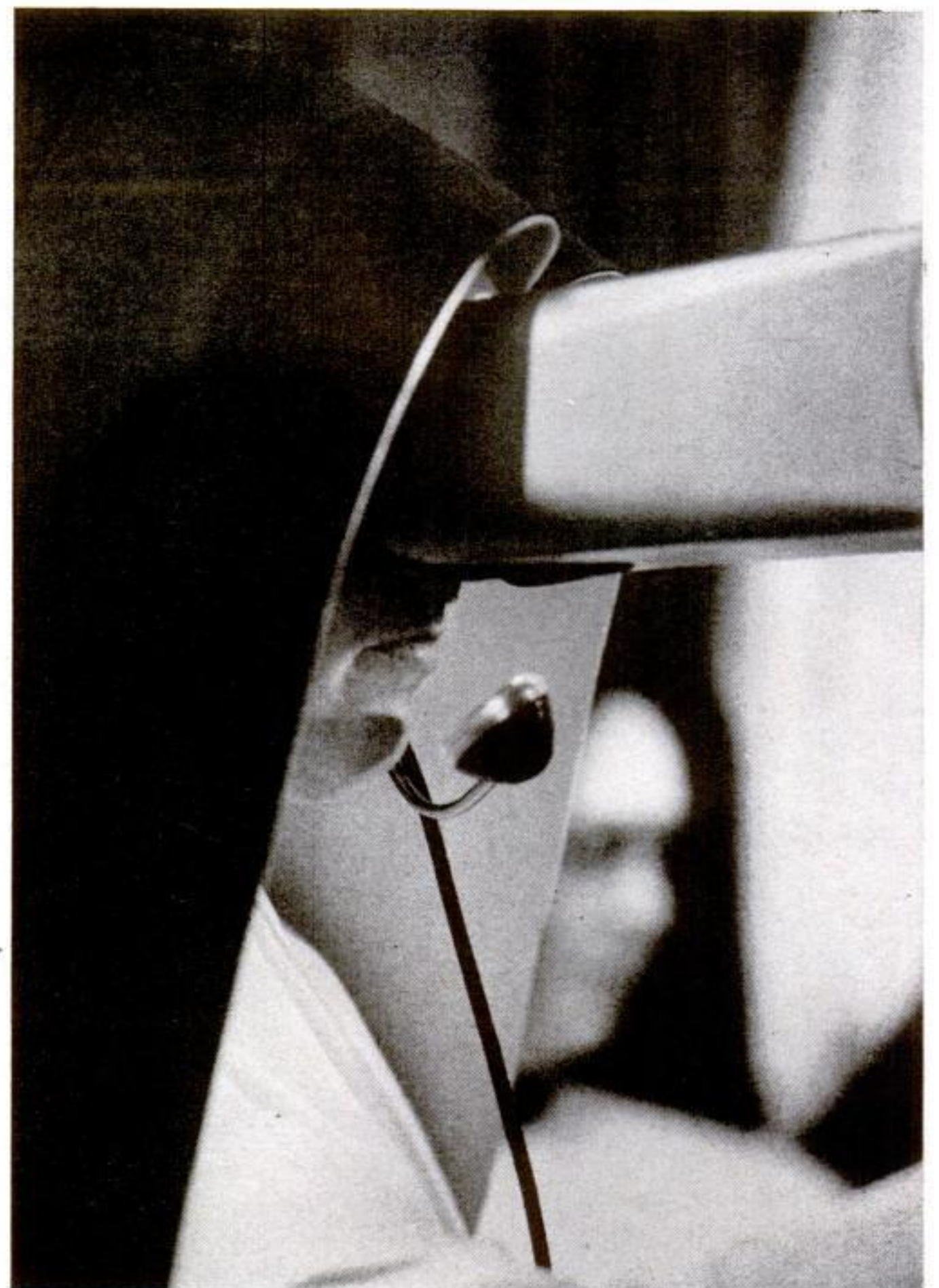
**Costs only 3¢ a glass!** Each 6-oz. can makes a full quart. Pick up several cans today. Keep a pitcherful in your refrigerator.

**So easy now with**  
**FROZEN LEMONADE**  
**from sunny California**

The finest brands of  
**FROZEN**  
 concentrate for  
**LEMONADE**  
 are packed in  
 sunny California  
 where the best  
 lemons grow!

Look for  
**CALIFORNIA**  
 on the can!

LEMON PRODUCTS ADVISORY BOARD, LOS ANGELES, CALIFORNIA



**OPERATING CAMERA,** Sister Anne Regis peers into camera's view finder during dishwashing scene of class production on daily events in a nun's life.



**Winston**  
 KING SIZE  
 FILTER CIGARETTES  
 FINER FILTER  
 FINER FLAVOR

**WINSTON TASTES GOOD!**

**LIKE A CIGARETTE SHOULD!**

**Quick Relief of HEADACHE NEURALGIA**

STANBACK'S Combination Formula works faster than any one ingredient to bring soothing relief.

For Extra Economy, Buy the **"Family Pack"**

100 TABLETS or 50 POWDERS



**Snap Back WITH STANBACK**  
 ANALGESIC POWDERS  
 FOR TIRED ACHING MUSCLES

**STANBACK**  
 ANALGESIC TABLETS  
 FOR PAIN, HEADACHE, NEURALGIA

Guaranteed by Good Housekeeping

**Yale** SHIRTS FOR MEN

**Lady Yale** SEPARATES FOR WOMEN

1239 Broadway, New York 1, N. Y.



**DIRECTING CAST,** Sister Alicette gives the "stand by" signal to her classmates who considered week's work in studio high point of the summer recess.





"Hello Snap! Hello Crackle! Hello Pop!"

Imaginative little ears get all kinds of friendly messages from Kellogg's Rice Krispies. But as we grownups know, the world's only talking cereal just says, "Snap! Crackle! Pop!" when you pour on milk or cream. That's to let you know it's crisp and fresh. But if these bouncy little bubbles could say more, they'd be sure to mention their vitamins, minerals and energy generators. Listen in tomorrow or tonight.



\*Rice Krispies® is a trade mark (Reg. U.S. Pat. Off.) of the Kellogg Company for its oven-popped rice.



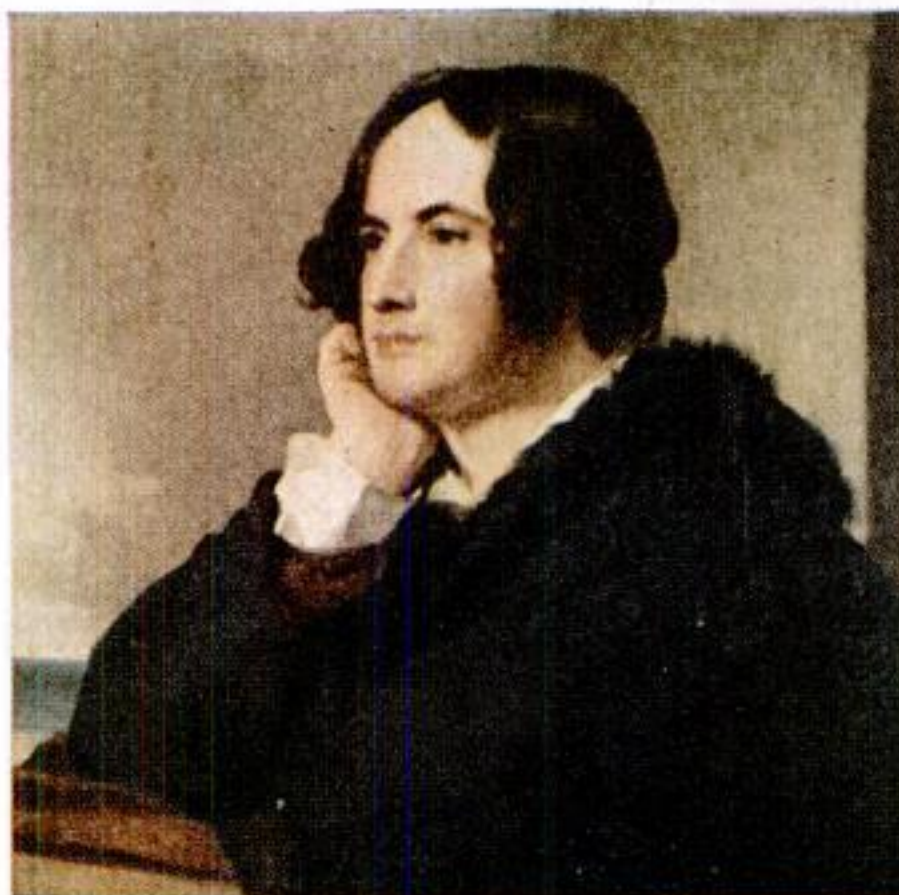


STATELY FACADE of Andalusia, added to older house in 1830-35 and facing Delaware River, is one of finest examples of pure Greek in U.S. architecture.

The Doric design reproduces a famous temple to Poseidon, with rows of columns around three sides and original decorations translated from stone to wood.



## PART IV AMERICA'S ARTS AND SKILLS



BANKER-ROMANTIC Nicholas Biddle lived in Andalusia (left). The portrait is by Thomas Sully.

# The Magnificent Greek Revival

IT GAVE THE U.S. A DURABLE STYLE

Photographed for LIFE by FRITZ GORO

In the first half of the 19th Century, American architecture broke sharply with its English and colonial past and adopted the ancient Greek temple, almost as a national symbol. The great revolution in U.S. taste which we call the Greek Revival affected the design of furniture, clothing and even fire engines. It was inspired in part by a belief that old Athens and young America were akin in their political ideals. But mostly the Greek Revival occurred because the burgeoning U.S. needed new public buildings of monumental size and ageless beauty, and statelier homes to express the pride and cultural ambitions of its citizens.

The perfectly proportioned Greek Revival mansion shown here is Andalusia, in Bucks County, Pa. It was the home of Nicholas Biddle (above), a diplomat and poet who was the nation's leading banker in the 1830s. Biddle went to Athens while a very young man and was probably the first U.S. citizen to set foot on the Acropolis. On his return he declared, "There are but two great truths in the world—the Bible and Greek architecture!" Biddle's

enthusiasm helped to convert Philadelphia into a center of the Greek Revival. His own bank in Chestnut Street was a flawless marble temple with porticoes like the Parthenon's. This was not bad for business because the vaulted interior was invitingly cool in summer.

The classic temple design was introduced to the U.S. in 1785 by Thomas Jefferson in his model for the Virginia State capitol. Jefferson also influenced the dome and wing design of the U.S. Capitol, and this influenced other large buildings. Americans now had leisure and money to indulge in beauty for beauty's sake; in Greek Revival buildings appearance counted most.

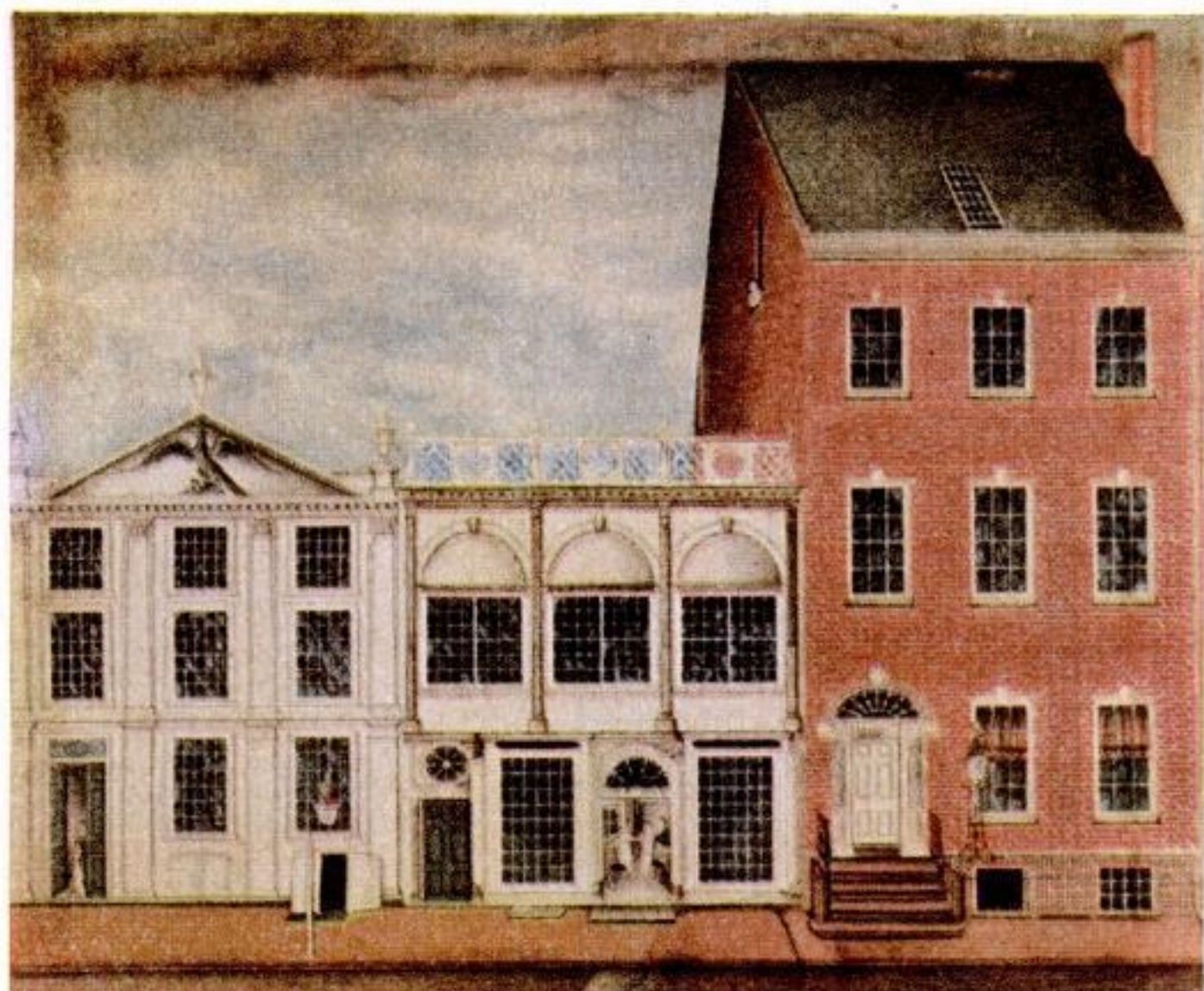
But the movement had practical results. It produced a sizeable body of trained U.S. architects and gave them an opportunity to experiment with ancient principles of form. In the best of their work the old Greek style became new and even "modern"—a style which boldly handled massive structures and spacious interiors and used them in a surprising variety of ways.



CLASSIC VASE of porcelain (right) now in the Philadelphia Museum of Art, was made in 1830s by a local firm which put a picture of its factory on the front.

CONTINUED



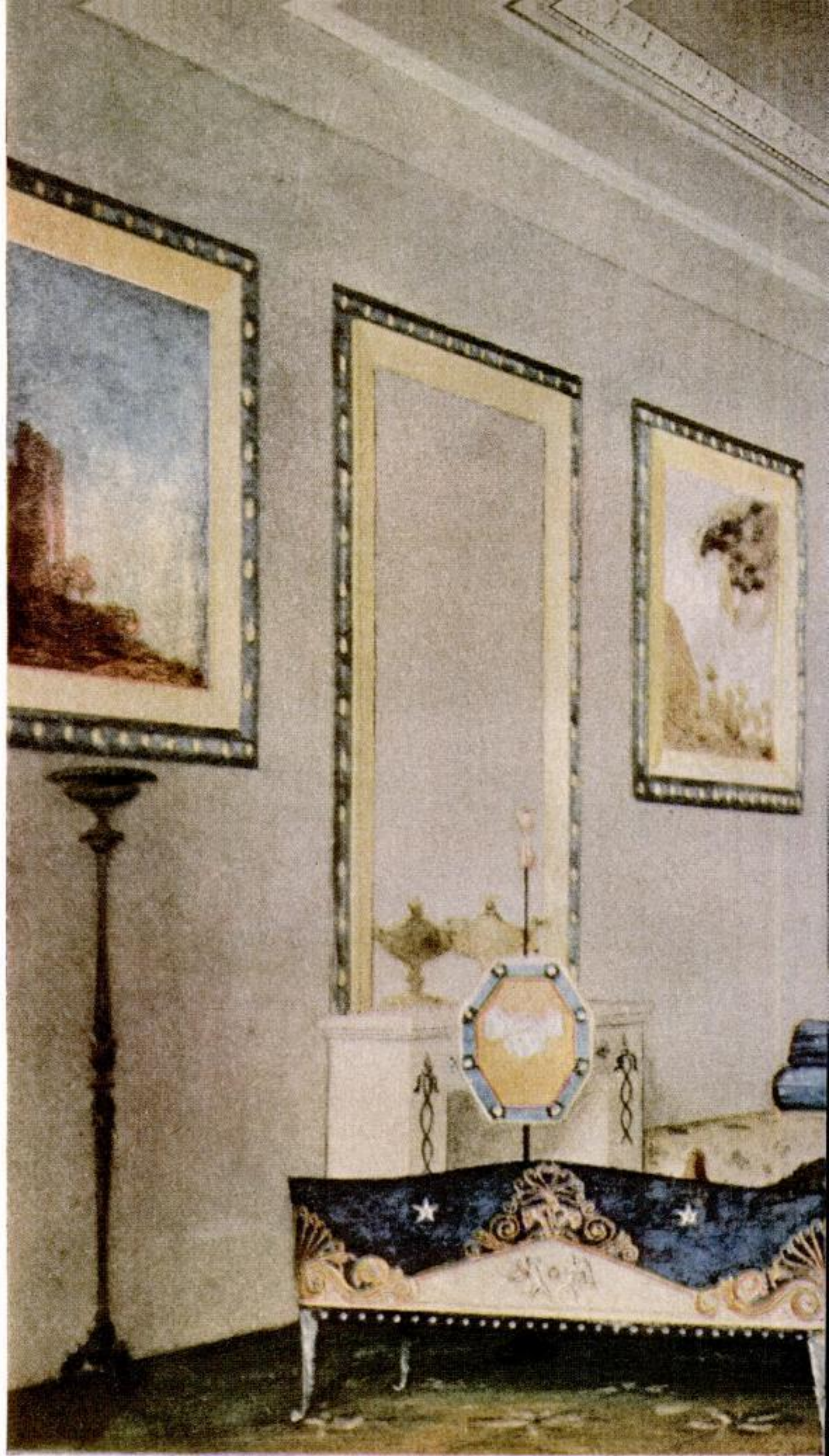


PHYFE HEADQUARTERS on Fulton Street, New York included workshop at left, warehouse (*right*) and salesroom with customers seen through door.

## Elegant furniture for a Grecian parlor

Duncan Phyfe was the most famous furniture maker the U.S. ever produced. In his handsome New York City workshop (*above*) he made pieces which graced many Greek Revival homes and are eagerly sought by collectors. Below, spread across two pages, are five of Phyfe's finest products. Classic features shown here are the delicate carvings of acanthus leaves and lyre, the animal paws used as table feet and the pronounced Grecian curves of the chairs and sofa, derived from ancient furniture.

Phyfe was not a creator of styles but rather a master of exquisite workmanship who used only choice woods and skillfully catered to contemporary tastes. He worked in the ornate Regency style (*see drawing, right*), and late in his career he made bulky overly decorated pieces in the French Empire manner. But he much preferred his light and graceful early work, as shown below. Experts today agree with him.



IDEAL INTERIOR of a pretentious Greek Revival home is shown in this 1845 watercolor by A. J. Davis, a New York contemporary of Duncan Phyfe. Ionic columns, along with pilasters set into the walls, separate the two parlors. Architectural



PHYFE FURNITURE includes these examples of his finest work. At left is a chair with spread-eagle splat and Grecian in-curved legs. Next is a folding

table of mahogany, Phyfe's favorite wood; a large eagle forms the pedestal and the legs are adorned with carvings of acanthus leaves in Phyfe's personal





THE NEW-YORK HISTORICAL SOCIETY

trim is used around the ceiling and doorways, and windows are nearly full-length. The massive furniture is in the English Regency style, which was inspired directly by ancient models and was often heavily embellished with bronze or gilded inlays.



HENRY FORD MUSEUM



HENRY FORD MUSEUM



DU PONT MUSEUM

style. The richly upholstered sofa in center combines classic lines of the French Directoire with finely chiseled carving and reeding typical of the best Phyfe

pieces. Next is a tambour sewing table with a vase-shaped pedestal and brass lion paws for feet. Lyre-back chair at right was one of Phyfe's most popular designs.

CONTINUED





ACORN CLOCK of 1850 from Bristol, Conn., has Greek Revival house of its maker painted on case.



HAND-PUMPED FIRE ENGINE, made in 1843 for a Pittsburgh volunteer fire company, used

a hollow classic column as decorative cover for central air compression chamber. On one panel firemen



"FOURTH OF JULY" in Centre Square, Philadelphia was painted about 1812 by John Lewis

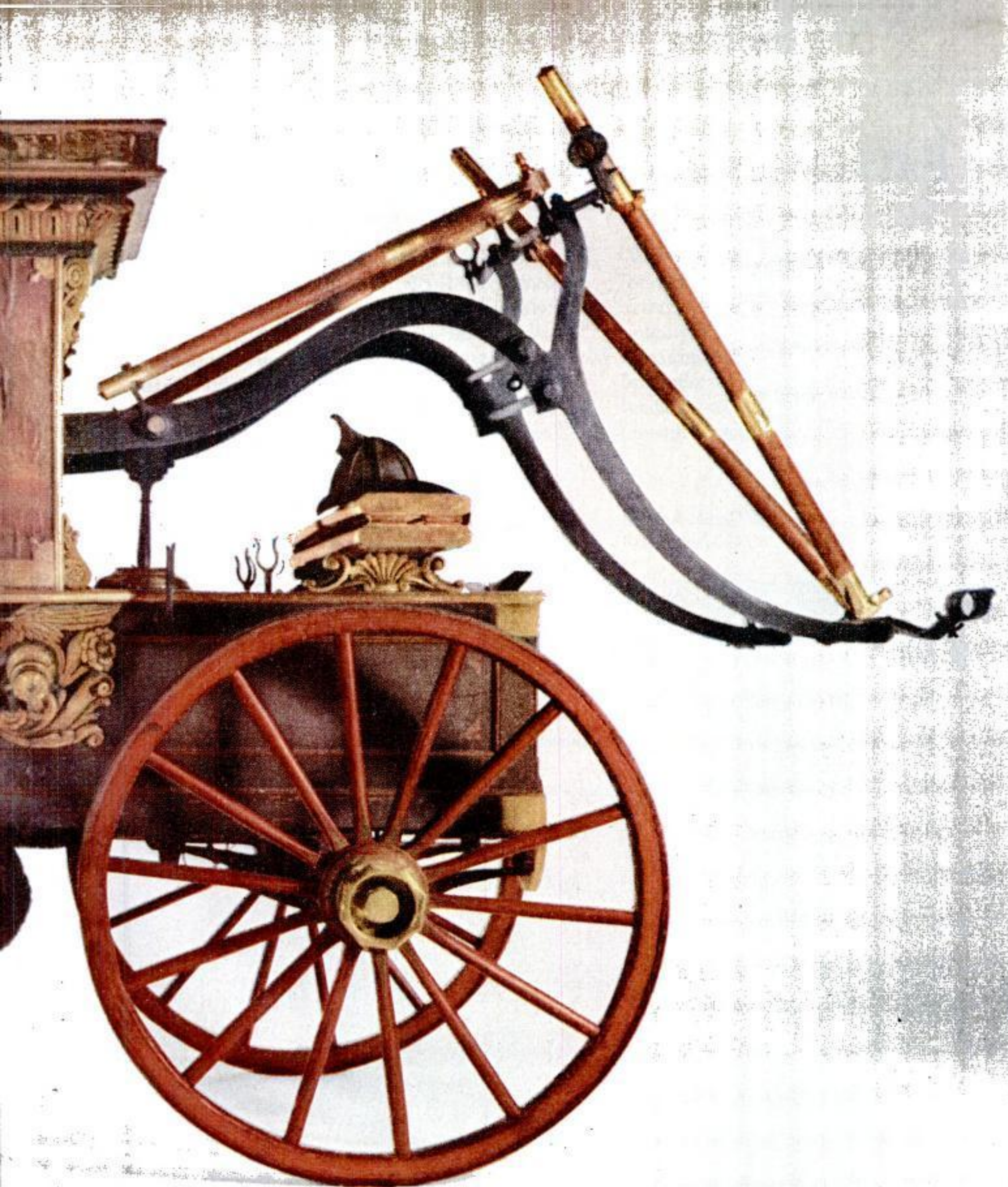
Krimmel. Women's dresses, domed pump house and William Rush's nymph (center) show taste of times.

## Patterns that

In the world of fashion this was a time when women donned the clinging drapery of the ancient Greeks, with high bodices and revealing necklines. They also tied up their hair in Grecian knots or wore it across their foreheads in classic ringlets. These styles, transmitted to the U.S. from the Paris of Napoleon, are illustrated in the painting at left which shows a well-dressed Philadelphia crowd. In the background is the municipal pump house, which has a Greek portico and a Roman dome. The fountain statue of a nymph and water bird was carved from wood by William Rush, America's first professional sculptor. Following the precedent of antiquity, but scandalizing his neighbors, Rush persuaded a pretty Philadelphia belle to pose for this work in the nude.

It was also a time when American designers cut loose with creations which, freely mingling Greek Revival motifs with ideas of their own, further emphasized the sharp break with a utilitarian past. Household objects acquired new shapes which tickled the fancy and started





pasted a Currier & Ives print. In operation poles were run through holes in ends of the long metal

rockers and pumped by rows of 30 men to a side. This created pressure to throw streams of water.

TOP ROW FROM HENRY FORD MUSEUM, DEARBORN, MICH.

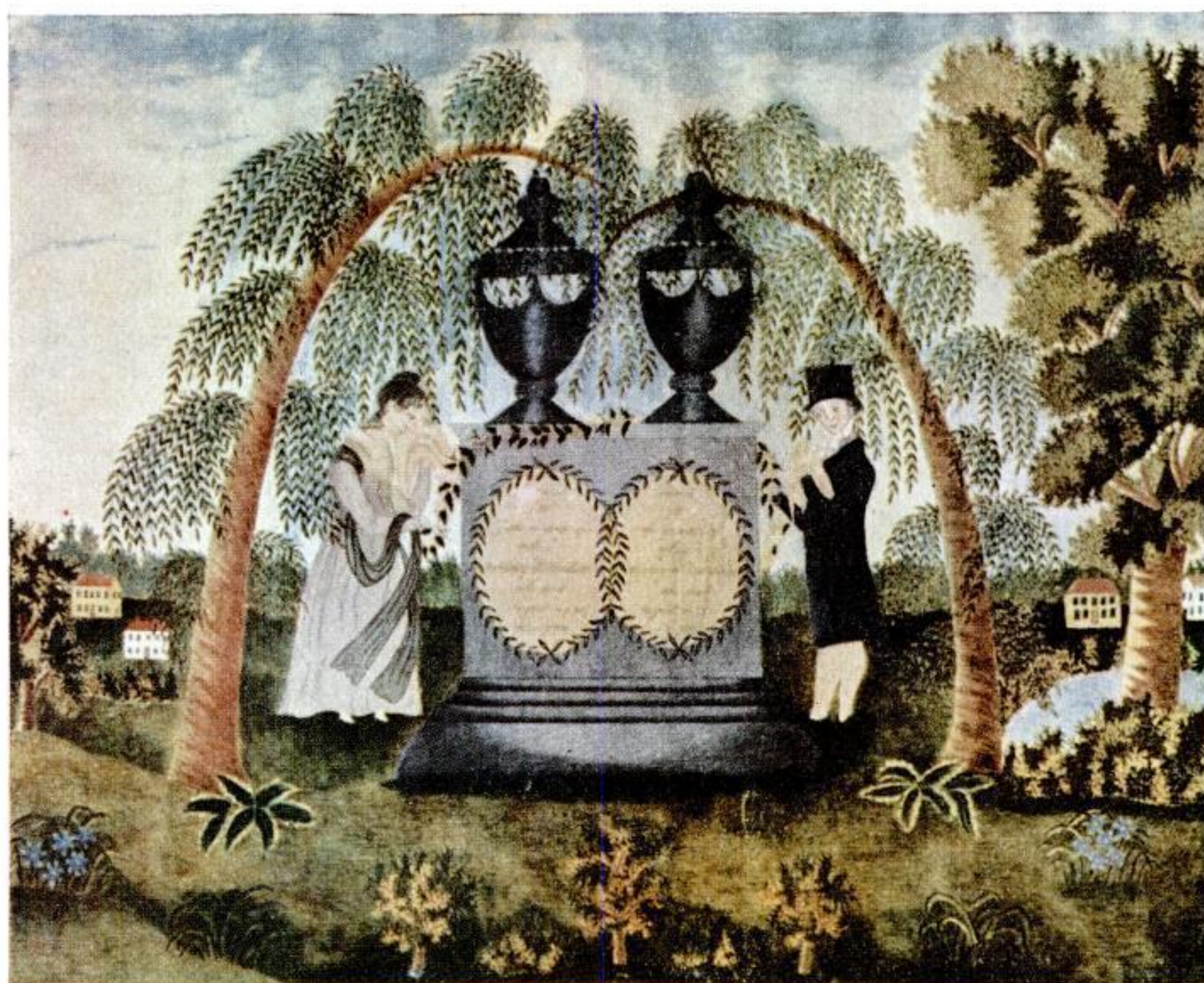


**DUNCE-CAP STOVE** was patented by Poughkeepsie man in 1816. Conical cap helped spread heat.

## caught the eye

fads. The U.S. flourished during the Greek Revival, and people with money to spend were intrigued by such gadgets as the acorn clock and dunce-cap stove shown above. Both were unique American designs. The clock, which was invented and manufactured by Jonathan Brown, had a coiled spring works enclosed in a vase-shaped case which harmonized well with furniture of the period. The inverted acorn around the face and the rest of the frame were made of laminated rosewood.

The stove is a direct descendant of Benjamin Franklin's stove which was pictured in the first article of this series (*LIFE*, April 18). The inventor, James Wilson, found that the dunce-cap top added a great deal of heat. The gaudily painted fire engine in the center was delivered by its manufacturer bearing no decorations at all. The volunteer firemen in this period liked to beautify their own engines and when the work was completed they held a public celebration. In this instance a job was performed which dazzled all beholders—and still does.



**RICHARDSON MEMORIAL** embroidered by Harriet Moore, 15, of Massachusetts, expresses

grief over death of two friends. Mourning pictures with classic urns hung in Greek Revival bedrooms.

NEW YORK STATE HISTORICAL ASSOCIATION, COOPERSTOWN, N.Y.

CONTINUED





YALE UNIVERSITY ART GALLERY

WHITNEY'S PORTRAIT was painted in 1822 by Samuel F. B. Morse, who later invented telegraph.

## Eli Whitney and the cotton kingdom

In the South the Greek Revival reached a high level of opulence in the great homes of rich cotton planters whose fortunes were based on an invention by a Yankee named Eli Whitney (*above*). Following his graduation from Yale, Whitney went south as a tutor. At Mulberry Grove near Savannah, Ga. he saw slaves picking seeds from short-staple cotton at the rate of one pound of cotton per man per day. Whitney built a cylinder with wire teeth which pulled the cotton through a screen, separated fiber from seeds and, when used with horse or water power, made cleaning go 50 times faster.

In 1792, the year Whitney invented the cotton gin, the South sold 138,000 pounds of cotton to English mills. In 1811, after Whitney's patent expired, this figure soared to 62 million pounds at about 9¢ a pound. The tremendous boom in cotton dotted the South with expensive mansions like Rattle and Snap (*opposite*) in Maury County, Tenn., which got its name when the land was originally won in a dice game. The spacious house was built in 1845 by a cousin of President Polk. Here the sumptuous Corinthian style is followed instead of the simple Doric of Andalusia.

Eli Whitney, who made all this possible, did not wait to see it materialize. He returned to New Haven, invented the first important U.S. machine tool (a metal-milling machine) and manufactured guns for the government by new techniques which firmly established the principles of mass production. Thus in one lifetime he revolutionized both the agriculture of the South and the industry of the North.

SOUTHERN PROSPERITY and classic taste built Rattle and Snap (*opposite page*) in Tennessee.



GIN FROM THE ATLANTA MUSEUM, GEORGIA

WHITNEY WORKSHOP now stands near Washington, Ga. In foreground is a combination

gin and carder, developed from his invention. It prepared cotton for home spinning on the plantation.









## FLAVOR SPECIAL!

Hurry! Hurry! Get aboard. *Don't* miss it. That Sugar Crisp Flavor Special is just loaded with sweet deliciousness—crisp, crunchy, golden puffs of wheat, each one coated with honey and sugar. There's no quicker route to pleasure—*any time!* To start your day with a whistle and a shout . . .

For goodness sake—get **Post Sugar Crisp!**

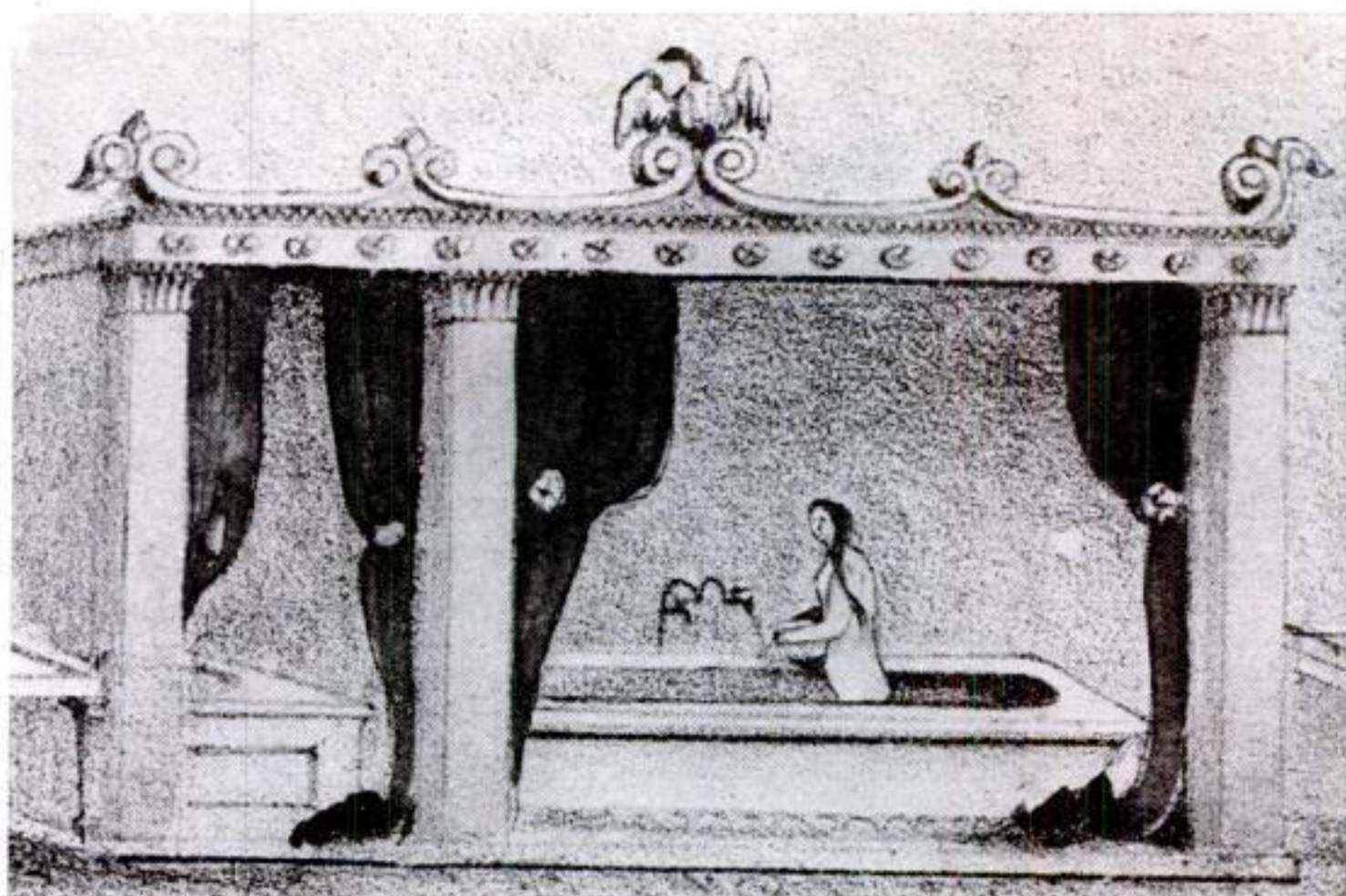
A Product of General Foods

For **BREAKFAST** it's dandy!  
For **SNACKS** it's so handy . . .

or eat it like **CANDY!**







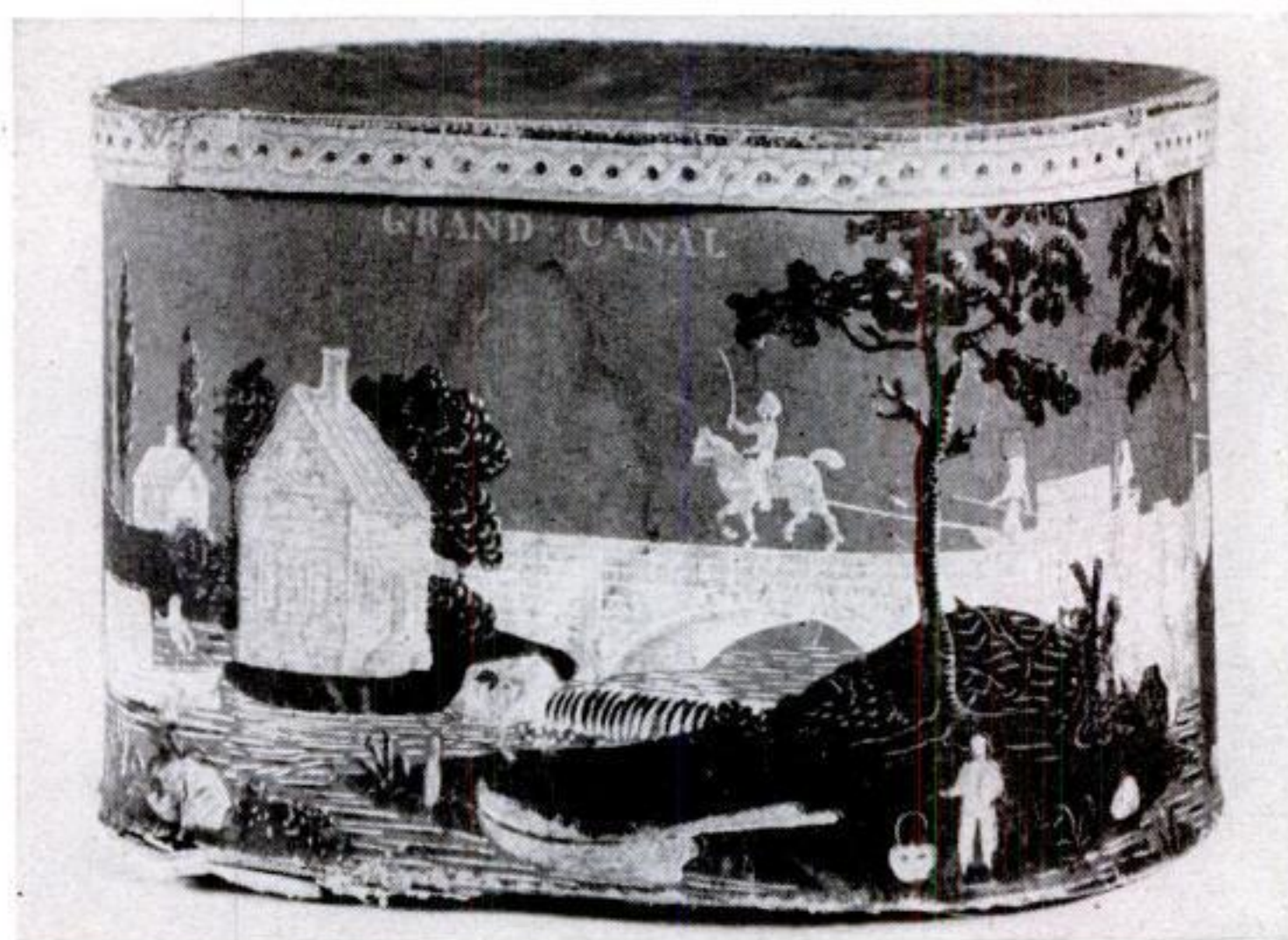
GREEK REVIVAL BATHROOM of about 1845 was depicted in New York plumber's advertisement. It includes two washstands, toilet, tub with hot and cold water.

## Bathrooms and a bandbox boom

The lucky lady above, soaking herself in a marble tub surrounded by classic columns and an elegant curtain arrangement, is enjoying one of the rarest luxuries of the Greek Revival period. Bathrooms were scarce in early 19th Century America because: 1) running water was not available except in a few large cities; 2) fixtures were expensive; and 3) most Americans thought baths were unhealthy.

The great surge of U.S. prosperity which brought bathrooms to a fortunate few also nourished more

plebeian innovations. Bandboxes made of thin wood or cardboard and covered with hand-blocked wall-paper were a feminine fad of the period. Ladies liked them because they were light, used them to carry dresses and hats. American manufacturers liked them because they offered a wider market for their wall-papers. The bandbox boom gave U.S. designers a chance to try out all kinds of topical patterns—the example below shows a scene along the Erie Canal, whose opening in 1825 was a great national event.



PAPERED BANDBOX was used about 1830 both for carrying and storing clothes. The designs were printed from wooden blocks hand-carved by an unknown artist.

### ACKNOWLEDGMENTS

LIFE is indebted to the following for special assistance in the preparation of this essay: Lydia Bond Powel and Abbott Cummings, Metropolitan Museum; Charles F. Montgomery and Dean Fales Jr., Du Pont Museum; Lamont Moore, Yale University Art Gallery; Donald A. Shelley, Roger Van Bolt and Lawrence P. Riddle, Henry Ford Museum; Richard J. Koke and Carolyn Scoon, New-York Historical Society; Joseph T. Fraser Jr., Pennsylvania Academy of the Fine Arts; Louis C. Jones and Janet R. MacFarlane, New York State Historical

Association; William H. Noble Jr., Fairmount Park Art Association; Horace L. Hotchkiss Jr., Cooper Union; Talbot Hamlin, Columbia University; Turpin C. Bannister, University of Illinois; Samuel Green, Wesleyan University; Frederick D. Nichols, University of Virginia; Robert D. Starrett, Indiana State Parks; John W. Myer, Isabelle Miller and Grace M. Mayer, Museum of the City of New York; Helen Bullock, National Trust for Historic Preservation; James Kiryakakis and Murray H. Nelligan, Independence National Historic Park.

IN OCT. 17 ISSUE, PART V  
THE ROMANTIC REVOLUTION

**Very first shampoo**  
**removes**  
**ugly dandruff,**  
**brightens hair**  
**UP TO 35% too!**



**FOR CLEANER SCALP,** dandruff-free hair, always use Fitch! Guaranteed to remove ugly loose dandruff...or your money back!



**FIRST FITCH SHAMPOO** gets rid of those dulling dandruff flakes...thus brightens hair as much as 35%! Tests prove it!

**No other shampoo**  
**guarantees brighter,**  
**dandruff-free hair**  
**...or money back!**

Nearly everyone has dandruff. That's why men and women everywhere use amazing new Fitch Dandruff Remover Shampoo regularly. It's the only shampoo specially made and *guaranteed* to remove every trace of flaky dandruff with one shampooing...or money back!

And remember...when Fitch removes dulling dandruff flakes, your hair looks up to 35% brighter too! What's more, new Fitch is so mild, so gentle, you can use it *every* time you wash your hair...not just to remove ugly dandruff.

Get the new, milder Fitch Dandruff Remover Shampoo at retail counters. *First* shampoo removes flaky dandruff—brightens hair up to 35% at the same time—or you get a full refund from Fitch. Ask for professional Fitch Shampoos, too, at Barber and Beauty shops.

*Also available in Canada!*







## Good rule of the road—a frequent “Coffee-break”

It isn't on the statute books or in the official “Rules of the Road,” but here's one driving precaution that's endorsed by safety authorities. And it's a pleasure to follow, too. When you are on a trip, stop for a “Coffee-break” every couple of hours or so. A “Coffee-break” relieves the strain of driving in heavy traffic and alerts you for the miles ahead. There's

nothing else to compare with good, full-flavored coffee — so exhilarating when it's iced, so stimulating when it's hot! Only coffee can give you that special gentle lift! On the road, on the job, or at home, give yourself a “Coffee-break.” Think better, work better, feel better — *drive better!*

PAN-AMERICAN COFFEE BUREAU, 120 Wall St., New York 5, N. Y.

© 1955

*There is nothing so satisfying as a cup of good coffee*





MARY MARTIN'S DAUGHTER IS IN CAST

# A Star-studded Spoof

## TV SCHEDULES WILDER'S 'SKIN'

Opening gun in what promises to be a lively network battle of TV spectacles this fall is the ANTA revival of *The Skin of Our Teeth*, Thornton Wilder's memorable spoof on the indestructibility of man, which is now playing a limited engagement on Broadway. The production that millions will see on Sept. 11 over NBC stars Helen Hayes, Mary Martin and veteran director George Abbott, who took *Skin* to Paris this summer and with it stole the American "Salute to France" show.



AS MAGGIE ANTROBUS, the eternal wife in the play, Helen Hayes hitches her girdle during Atlantic City convention speech.

AS SABINA, the eternal "other woman," Mary Martin plays three aspects of same role, including flirtatious contest winner above.

CONTINUED





# Munsingwear T-shirt

*has the neckband that can't sag!*

*\$1.50*

Comfort-knit  
Shorts \$1



*Pull it... stretch it... Wash it... Wear it  
...it never loses its shape and fit!*

Neckband nylon-reinforced to keep its shape forever

The Munsingwear T-shirt is the nation's best seller because its patented neckband stays flat, trim and good looking. That's one solid reason for its popularity. There's another: it long outwears lesser brands... because it is knit of premium combed cotton. Sizes 34-46, \$1.50. Sizes 48-50, \$1.85.



*The big green T flags your best T-shirt buy  
Guaranteed not to shrink out of fit*

Ask for Munsingwear men's and boys' underwear, sleepwear, socks and sports shirts. Manufactured and sold in Canada by Stanfield's Ltd., Munsingwear, Inc., Minneapolis 5, Minnesota.

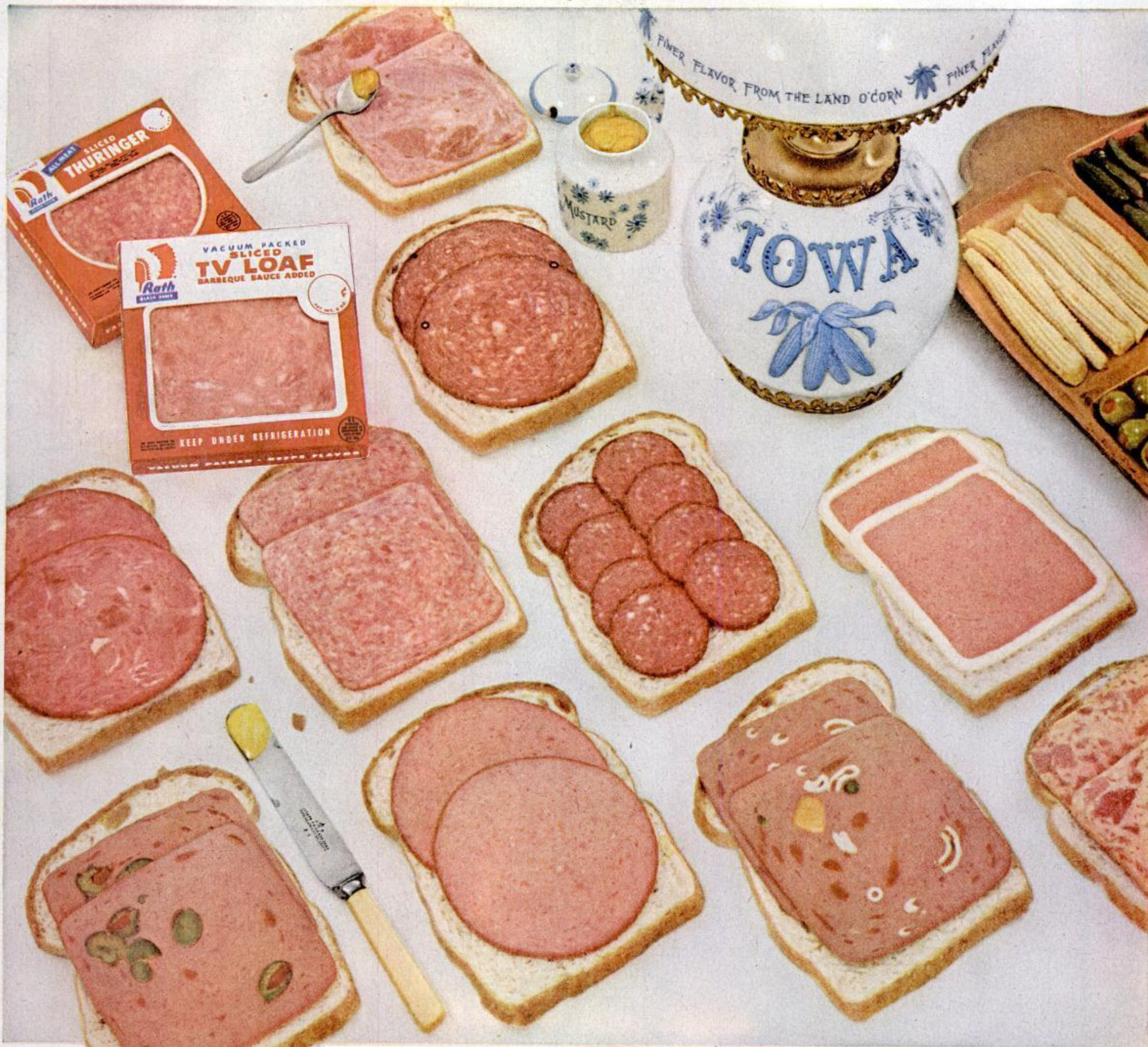


**SCREAMING SABINA**, as the Antrobus housemaid at the start of the play, falls into the arms of her employer (George Abbott) when she looks out the window and sees a glacier from the advancing ice age coming up the street.



**ARM-WAVING ANTROBUS**, Wilder's "original man" who invented the wheel, the lever, alphabet and multiplication table, addresses the Ancient and Honorable Order of Mammals. This is Abbott's first acting role in 21 years.





## Do-it-yourself sandwiches, Iowa style...

There was a time when good wives spent hours making sandwiches for holiday shindigs.

Nowadays the ladies simply leave folks alone with that greatest of all inspirations for Do-it-yourself sandwiches—Rath Black Hawk Sandwich Meats.

Some folks top zesty circles of Rath's Party Salami with Rath's robust Liver Cheese and a dab of mustard. Some put sweet pink squares of Rath Chopped Ham on rye.

Others let themselves go and stack Rath's Bologna, smoky Thuringer, pungent Pepperoni plus tomato slices into a 4-layered masterpiece!

But whatever you do with 'em, there's simply elegant eating in Rath's 25 varieties of scrumptious, spicy sandwich fixins. All pre-sliced. All *vacuum*-packed to keep them *really* fresh. Do get plenty for Labor Day!



THE RATH PACKING CO., WATERLOO, IOWA



Rath makes over 1000 meat products—but when you try any one, it's one in a million.



# Rath Black Hawk Meats

FINER FLAVOR FROM THE LAND O' CORN



# World's Favorite

*starts with Heinz own pedigreed,*





# Flavor

*farm-fresh tomatoes*



And when you pour Heinz Ketchup,  
notice how much richer and thicker  
it is—how much further it goes!

Folks keep telling us no other ketchup even comes *close* to matching the flavor of Heinz. And frankly, we're more pleased than surprised. Those special pedigreed tomatoes we use have a lot to do with it. In fact, we've been crossbreeding seedlings for generations to produce meatier, more perfect tomatoes. And only the big, red-ripe fellows, heavy with juice and full of flavor, are hustled to Heinz kitchens to blend their goodness with Heinz own fine vinegar and choice spices.

• **You taste** the extra zest and freshness of these same special pedigreed tomatoes in *all* Heinz tomato products, as well as in those secret-recipe sauces which make Heinz Beans and Heinz Spaghetti so downright delicious!



• **Enjoy the outstanding flavor** of Heinz pedigreed tomatoes in Heinz Cream of Tomato Soup, delicious as a soup, sauce or cooking ingredient; Heinz Chili Sauce, the only kind made extra thick with hand-peeled tomatoes; and Heinz Hamburger Relish, a tempting blend of chopped pickles in a rich and spicy tomato sauce.

57

YOU KNOW  
IT'S GOOD  
BECAUSE IT'S  
HEINZ!

# HEINZ

## TOMATO PRODUCTS





In testimony of our sincere admiration for our Commander-in-Chief  
General of the Army

## Douglas MacArthur

His commanders in the field, take deep pride in paying him honor  
respect and affection upon the occasion of the anniversary of his birthday.

His indomitable courage, resolution and understanding in the  
face of overwhelming odds in the present Korean conflict, during  
the course of which we have been privileged to serve under  
his distinguished leadership, have been a source of continuing  
inspiration not only to all ranks of the combat elements but  
also to all freedom loving peoples throughout the world.

That we may meet fully his highest approbation in the  
test of battle is our sincere hope and determined pledge.

*Matthew B. Ridgway*  
*Frank Milburn*  
*John Coulter*  
*Edward Almond*

*Clint Smith*  
*Samuel W. Brown*  
*Robert R. Jay*  
*W. W. Lee*

*Charles A. Ruffin*  
*John A. Smith*  
*Robert H. Crute*  
*F. J. Munn*

Republic of Korea  
26 January 1951



187<sup>th</sup> RCT



### SOLDIERS' BIRTHDAY SALUTE

On MacArthur's 71st birthday his "commanders in the field" in Korea gave him this scroll, with the insignia of his U.S. divisions. At top is the insignia of the Eighth Army and ranged below it the sleeve patches of the I, IX and X Corps. At left, top to bottom: the insignia of the 1st Cavalry, the 1st Marine, the 3rd Infantry and the 24th Infantry

Divisions. At right, top to bottom, are insignia of the 2nd Infantry, the 25th Infantry, the 11th Airborne and 7th Infantry Divisions. The first four signatures are of Eighth Army commander, Lieut. General Matthew Ridgway, and MacArthur's corps commanders, Major Generals Frank Milburn, John Coulter and Edward Almond.



# A GREAT GAMBLE BREAKS KOREA'S BLOODY PERIMETER

Call to the battlefield again . . . Washington almost blocks Inchon . . .  
"ticking of the second hand of destiny" . . . over mud flats to victory

by MAJOR GENERAL COURTNEY WHITNEY

In the summer of 1950 all of General Douglas MacArthur's energies were being directed to the task of rebuilding Japan, as Major General Courtney Whitney (U.S.A., Ret.) has described in last week's instalment of his book, *MacArthur's Rendezvous with History*. Suddenly this peaceful reconstruction was interrupted by the North

Korean invasion of South Korea. When MacArthur became commander of the U.N. forces, his friend Whitney, while continuing as director of SCAP's government section, became MacArthur's military secretary. In this capacity he sat in on every important strategy meeting and accompanied MacArthur on all his visits to the front.

COPYRIGHT © 1955 BY TIME INC. ALL RIGHTS RESERVED UNDER PAN-AMERICAN AND INTERNATIONAL COPYRIGHT CONVENTIONS

GENERAL DOUGLAS MACARTHUR will always remember vividly how he received the news that war had started in Korea. It was early morning, Sunday, June 25, 1950, when the telephone rang in his bedroom in the American embassy. Despite a muffler installed on the bell, it rang with the note of urgency that can only sound in the hush of a darkened room. MacArthur's hand reached across and lifted the receiver. There was the same note of urgency in the voice at the other end. It was a duty officer at headquarters.

"General," he said, "I am sorry to disturb you at this early hour, but we have just received a dispatch from Seoul, advising that the North Koreans have struck in great strength south across the 38th Parallel at 4 o'clock this morning."

It took only a moment for the import of the news to sink in. "Thank you," MacArthur said. "Call me as the situation develops." He hung up.

He rose, stepped into his slippers, put on his bathrobe and started to pace the bedroom floor. He quickly reviewed the plans for the evacuation by air and sea of some 2,000 American citizens in South Korea.

All that was needed was a request from U.S. Ambassador John J. Muccio in Seoul. The evacuation itself would be MacArthur's only responsibility, since the U.S. military occupation of South Korea had ended in 1948 and relations with the republic had thereafter become the concern of the U.S. State Department. But as MacArthur paced his bedroom floor, he tried to guess the answer to the larger question: would the U.S. merely evacuate its citizens, or would it also attempt to resist this first overt armed Communist aggression?

On the one hand, Secretary of State Dean Acheson had five months earlier, in a famous speech, excluded South Korea from the areas in Asia which the U.S. could "guarantee" against military aggression. And more recently the Joint Chiefs of Staff had drawn up a plan of strategic defense in Asia which was based on the assumption that under no circumstances would the U.S. engage in the military defense of the Korean peninsula. But on the other hand, MacArthur reflected, John Foster Dulles, visiting Seoul as a personal representative of Acheson, had only six days ago implied to the members of the Korean National Assembly that America *would* defend South Korea if she were attacked.

MacArthur paused in his pacing. Defend with what? After taking over the responsibility for South Korea, the State Department had decided (without consulting MacArthur) to limit South Korea's defensive force to light weapons. The excuse for this—that it was necessary in order to prevent the South Koreans from attacking North Korea—did not alter the fact that the decision made it simple for the North Koreans to sweep the South Korean army aside. Meanwhile, despite MacArthur's repeated warnings and requests for greater strength, the Joint Chiefs of Staff had denuded his occupation forces in Japan until he had, on this June morning, only four divisions of combat troops. All of them were under strength. Every infantry regiment had been stripped of a battalion and almost all of the artillery battalions had been cut in half.

By now the bedroom was bathed in the bright June morning sunlight. He looked up as Mrs. MacArthur entered.

"I heard you pacing up and down," she said. "Are you all right?" MacArthur told her the news.

Through the years of Bataan and Corregidor, Australia and New Guinea, Leyte and Luzon, Jean MacArthur had had to watch her husband go off on his periodic and perilous front line inspection trips. Now, after five brief years of peace, came the prospect of going through it all over again. And as Arthur came tiptoeing to the room in anticipation of jumping on his father's bed to wake him, she met him at the door and quietly explained the reason for the pacing figure with the preoccupied expression. MacArthur saw his son, came over to him and silently put an arm around his shoulders for a moment. Then he thrust his hands back in the pockets of his cadet-gray robe and resumed his thoughtful pacing.

As the hours wore on that Sunday, the same question which MacArthur was pondering was being asked throughout the rest of the world. What would the U.S. do? And in Seoul, Washington and Lake Success momentous decisions were quickly made to provide the answer. At Ambassador Muccio's request, MacArthur's evacuation plan was put into effect, and the 2,000 Americans were rushed out of the danger area without a single casualty. At U.S. State Department request, U.N. Secretary General Trygve Lie called the Security Council delegates back from their weekends for a special session. The Russians, boycotting the U.N.



KOREA COMMUTER, MacArthur flies back to Tokyo after one of his 14 visits to the front.



## MacARTHUR CONTINUED

over membership of the Chinese Nationalists, did not have a delegate present and thus could not exercise their veto power.

So the Security Council adopted a resolution calling upon the North Koreans to withdraw their armed forces north of the 38th Parallel immediately and called upon all U.N. nations "to render every assistance to the United Nations in the execution of this resolution." President Truman interpreted the call to "render every assistance" as authorization to use military force and MacArthur was summoned to a conference over the "telecom."

No one in Washington, however, was quite ready yet to commit the U.S. to the point of using ground troops. So the directive transmitted to MacArthur over the telecom authorized only the use of the Navy and the Air Force. In whatever way he wished to employ them in South Korea, MacArthur was directed to assist the South Korean defenders. Simultaneously the U.S. Seventh Fleet was turned over to his operational control and he was specifically ordered to isolate the Nationalist-held island of Formosa from the Communist Chinese mainland.

The United Nations Security Council met again and passed another resolution. After noting the failure of the North Korean authorities to desist, the council concluded that "urgent military measures are required to restore international peace and security." Members of the United Nations, the council recommended, should now "furnish such assistance to the Republic of Korea as may be necessary to repel the armed attack."

But to "repel the attack" was a great deal easier said than done. The waves of North Koreans attacked with a powerful, heavily armed force which swept irresistibly south. Although regular reports on its progress were coming into MacArthur's headquarters, they were not sufficient to answer the most urgent question: would U.S. air and naval forces be enough? Could the South Korean defenders, supported by these forces and supplied with heavier armor, make a successful stand against the powerful Communist war machine that was rolling down upon them from the north? Or would U.S. ground troops have to be thrown into the battle before all South Korea was lost?

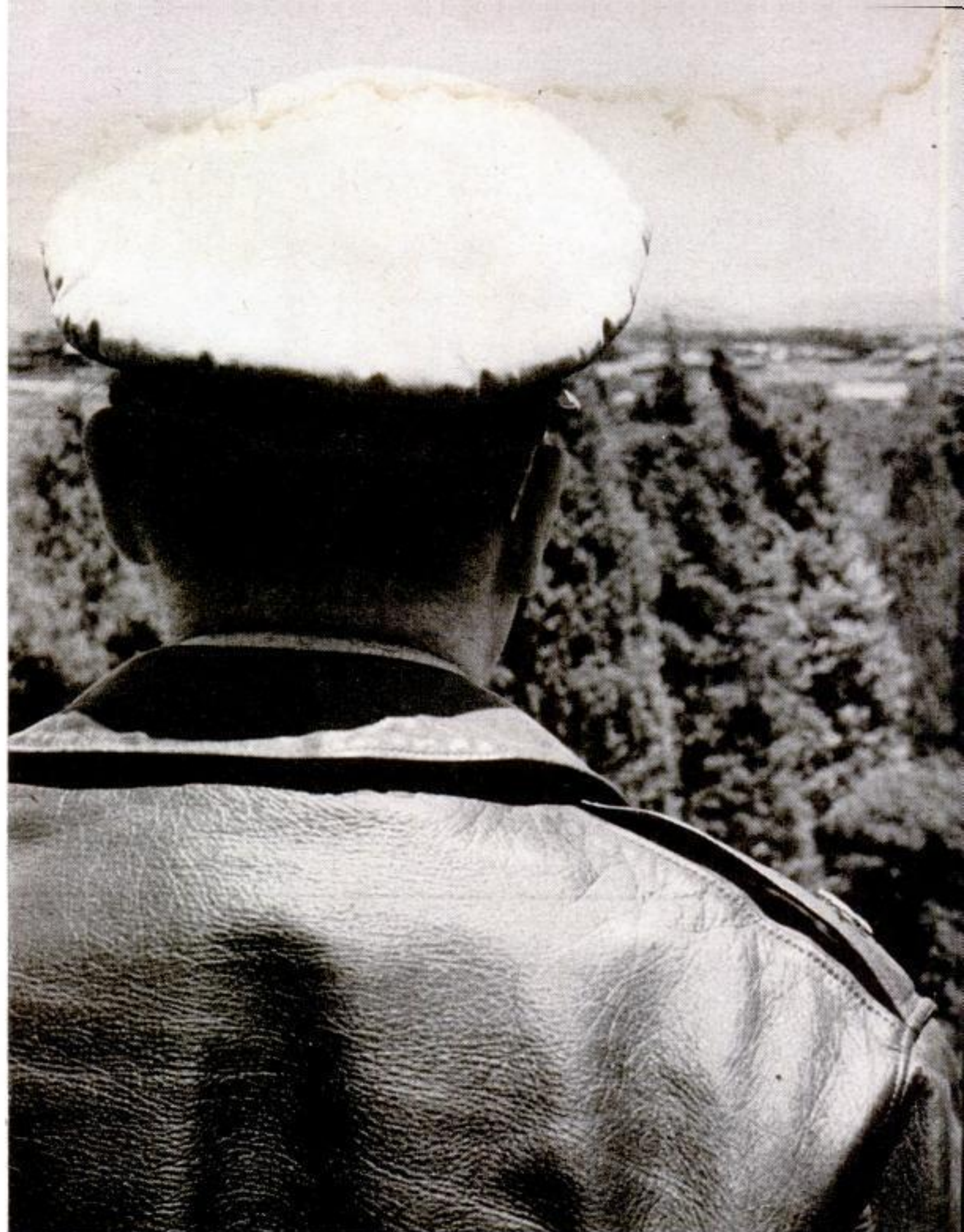
In World War II there had been only one way for MacArthur to learn such things. There was only one way now. He decided to see for himself.

We took off from Haneda Airport near Tokyo in MacArthur's unarmed C-54, the *Bataan*, in rainy weather that made clouds of spray as we roared down the runway. The skies cleared somewhat as we passed the Japanese coast line, but even then the *Bataan's* radio was reporting heavy enemy strafing of the airfield at Suwon, 20 miles south of the already fallen city of Seoul. Over Korea a Russian-built Yak tried to slip past the four Mustangs escorting the *Bataan* and get a shot at us. But it was driven off.

As we landed at Suwon, we flew through clouds of oily smoke from two transports which had been hit while unloading supplies only a few minutes before our arrival. Another attack was expected momentarily, so we all hustled out of the plane and MacArthur ordered it flown back to Japan for safety until we were ready to return.

A military briefing in a hastily set up command post gave MacArthur a grim picture of the situation. He listened patiently, but from my experience with him during World War II, I knew what was coming. The briefing officer had barely put the pointer back when MacArthur slapped his knee, stood up and said, "Let's go to the front and have a look."

Those who had not tried to argue MacArthur out of risks like this before, and therefore did not know the futility of it, tried to explain that enemy tanks were slicing through the thinly held South Korean lines



**FIRST VISIT TO FRONT**, four days after the North Koreans had swept across the 38th Parallel, took MacArthur to a hill overlooking South Korea's

everywhere and that enemy airplanes were bombing and strafing almost at will along all of the few roads in the area. MacArthur heard them out and said quietly, "The only way to judge a fight is to see it yourself—to see the troops in action. Let's go."

The visit to the front, in a little convoy of jeeps, confirmed the bad news of the briefing. Seoul was already in enemy hands. The sight of fleeing South Koreans eddying around us was sufficient indication that the defensive potential of South Korea had already been exhausted. There was nothing to stop the Communists from rushing their tank columns straight down the few good roads from Seoul to Pusan, the big port city at the tip of the peninsula. All Korea would then be theirs. MacArthur had the answer he had come to find. Without the immediate commitment of ground troops, South Korea was doomed.

We hurried back to Suwon. Right after the field was bombed and strafed for the fifth time that day the *Bataan* swooped down, picked us up and raced away again for Tokyo. And as the plane droned on toward the coast of Japan, MacArthur jotted down the recommendation which



**DELAYING ACTION** holds off North Koreans while the U.N. prepares its counteroffensive. Here

members of the Fifth Marines move up a hill under fire in short rushes, trying to stem the tide.

**WAITING WOUNDED** lie in a South Korean tile shed. They were pinned down by a North







**W**HILE he had stood on the hill outside Seoul watching the tide of South Korean defeat sweep past him, MacArthur had made not one but two strategic decisions. The first was to take the gamble of sending U.S. ground troops from Japan into Korea and committing them to battle in small units. As far as the security of Japan was concerned this was not much of a gamble. MacArthur had organized a "National Police Reserve" designed to bring 75,000 Japanese under arms to control internal Communist pressures and secure the country against any sudden seizure by the Soviets. This force he regarded as sufficient because he has never considered the Soviet Union a potential threat to postwar Japan unless the country should become Sovietized through Communist infiltration. (Seizure of Japan by conquest, he has always felt, would give the Soviets a doubtful victory, since Japan's industrial facilities would be able to operate only so long as the flow of raw materials from abroad remained uninterrupted; once the Allies cut Japan's industrial life lines at sea in World War II, her industry was immediately transformed from an asset to a liability. This the free nations could do against a Communist Japan as well.)

The real gamble was in Korea, where U.S. troops went into action not as divisions or even as regiments, but as battalions and even companies. As MacArthur later explained it, "I threw in troops by air in the hope of establishing a locus of resistance around which I could rally the fast retreating South Korean forces. I had hoped by that arrogant display of strength to fool the enemy into a belief that I had greater resources at my disposal than I did." The strategy worked. Running into islands of resistance from small U.S. units, the enemy pulled up short. Acting as though they had encountered a major U.S. force, the North Koreans then deployed and waited for more troops and artillery to be rushed up from the rear. Since, at MacArthur's order, the Han River bridges had been destroyed, this took 10 days, and during all that time MacArthur was rushing further reinforcements to South Korea. From then on the battle of time was won by MacArthur. In those first days the enemy could have rushed straight through to the bottom of the Korean peninsula. Once that rush was halted, even if only temporarily, the Communists had lost the first round.

By mid-July, less than a month after the surprise attack across the 38th Parallel, a more or less stable line of defense had been established. On July 19 President Truman radioed to MacArthur, for his information and comment, an advance summary of a message he was sending to Congress later that day. In this he reviewed the Korean campaign to date together with related events in the Far East, and discussed the military and economic measures necessary for continuing the war. MacArthur replied with a note which typified the respect that he has always held, and has never failed to emphasize, for the office of the President, no matter who occupied the office or what political party was in power.

"It was a great state paper," MacArthur said in his reply, "in ultimate effect perhaps the most significant of modern times, for it means that the United States is determined that the Pacific areas shall be free. I am sure that the historian of the future will regard it as the focal and turning point of this era's struggle for civilization. I am proud and honored to serve under your leadership at so vital a moment. . . ."

In the same message, only 20 days after he had been authorized to commit U.S. troops in Korea, MacArthur could assure the President that the enemy's drive had been stopped. "We are now in Korea in force," he wired, "and with God's help we are there to stay until the constitutional authority of the Republic of Korea is fully restored."

CONTINUED

capital city of Seoul (*background*), which the Reds had taken and were burning. At his right is a briefing officer from the military survey team then in Korea.

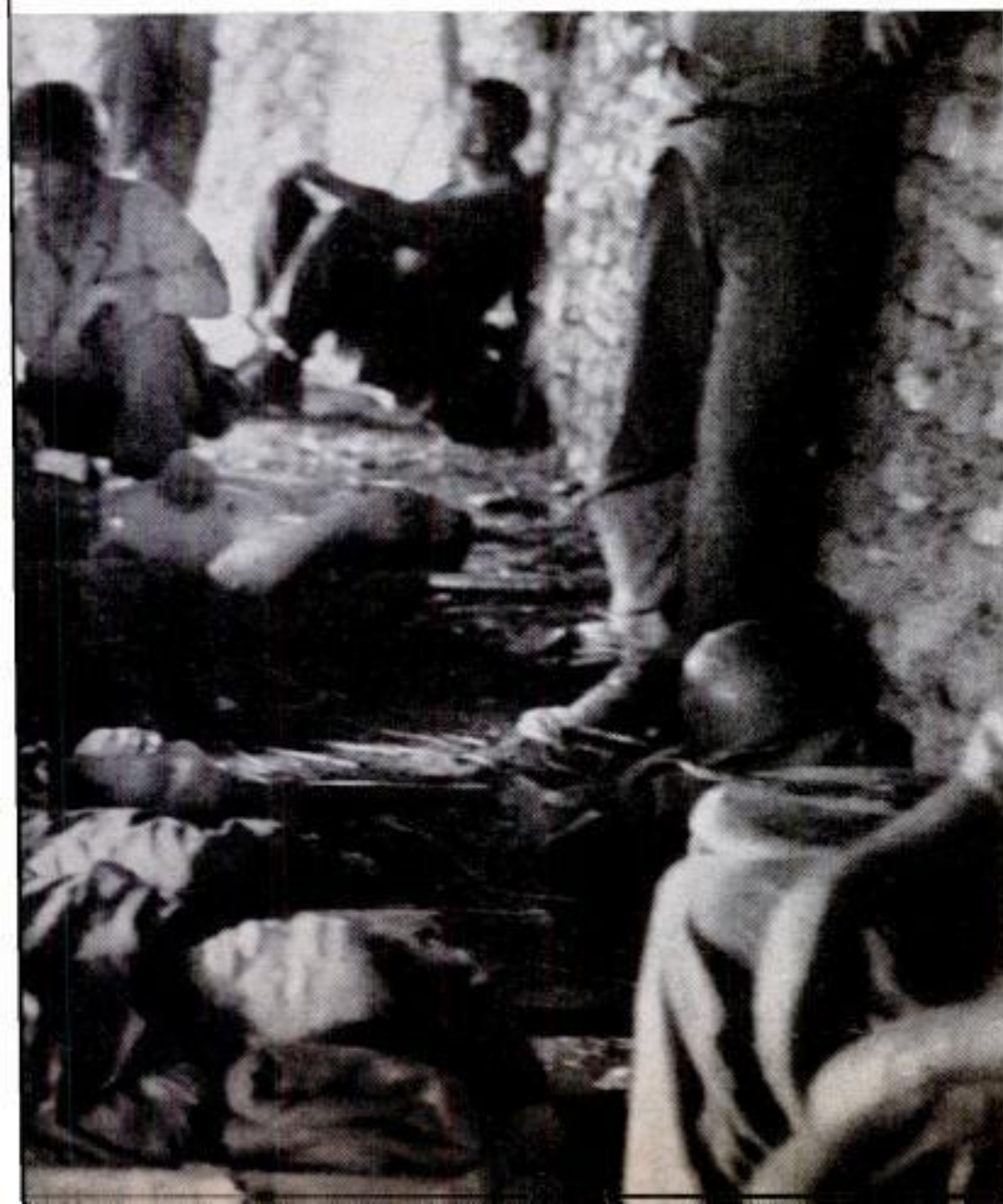
would be cabled to Washington immediately upon his arrival in Tokyo.

"The only assurance for holding the present line and the ability to regain later the lost ground is through the introduction of United States ground combat forces into the Korean battle area," he wrote. "To continue to utilize the forces of our air and Navy without an effective ground element cannot be decisive. . . ."

Thus MacArthur made the recommendation upon which President Truman based his decision to commit ground troops in Korea.

Within nine days it was made official, as MacArthur was appointed Commander in Chief of the United Nations Forces in Korea. The appointment brought forth an exchange of messages which are interesting to look back upon now. Said the general to the President: "I can only repeat the pledge of my complete personal loyalty to you as well as an absolute devotion to your monumental struggle for peace and goodwill throughout the world. I hope I will not fail you." Replied the President to the general: "Your words confirm me . . . in my full belief in the wisdom of your selection."

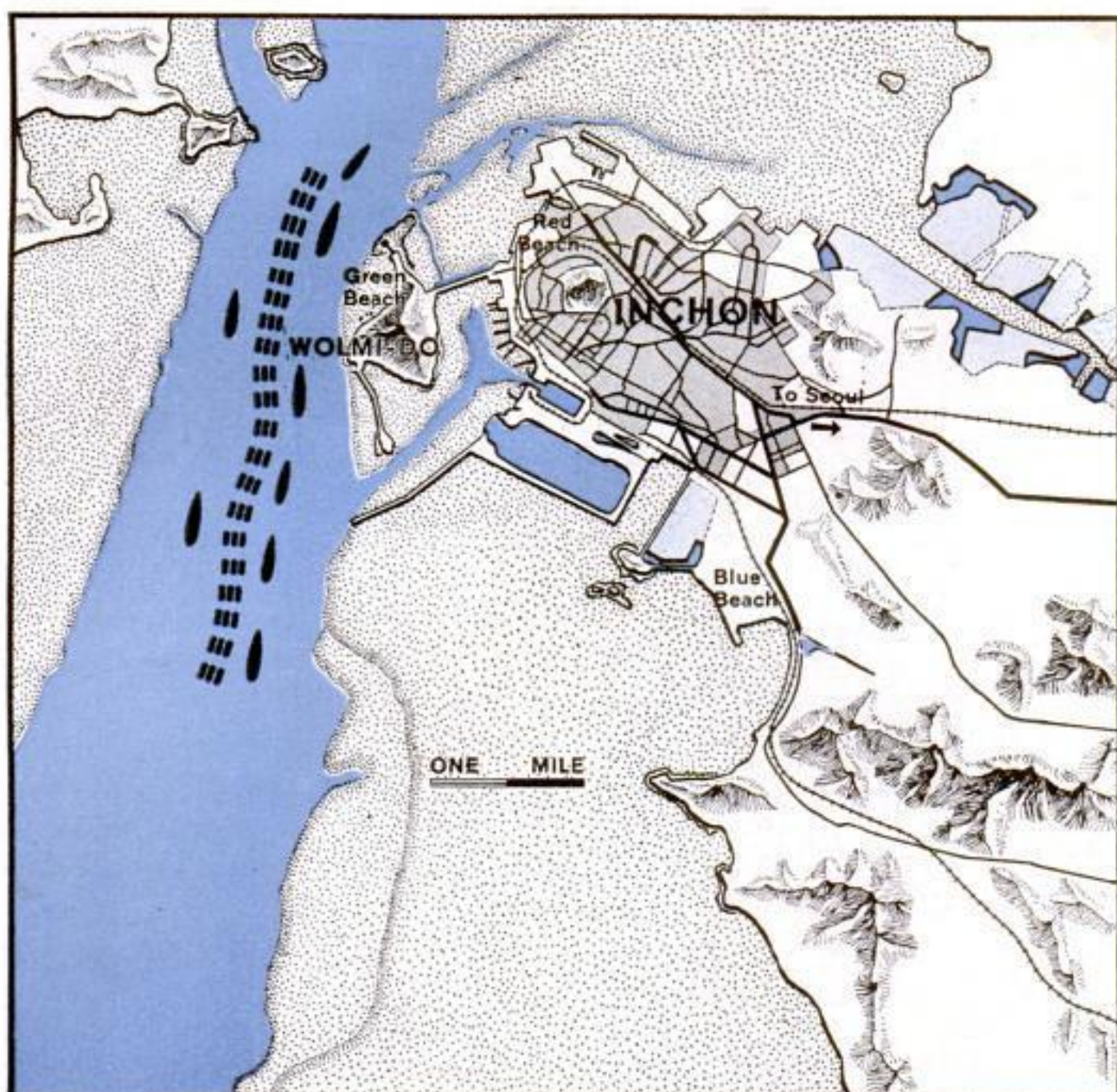
Korean artillery barrage during battle for Masan in what MacArthur called the "bloody perimeter."



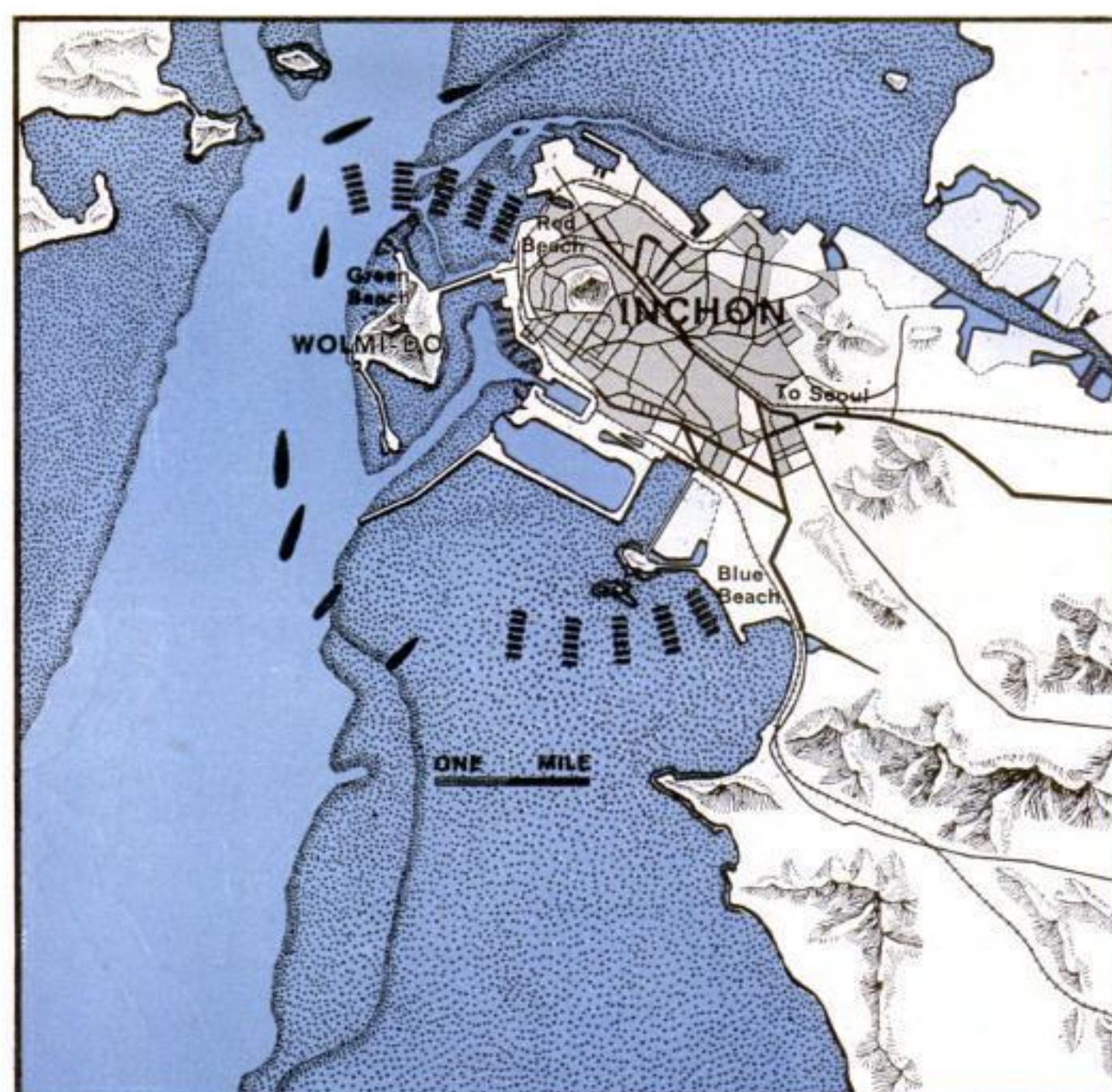
**PLODDING REFUGEES** file out of Chindongni while back and forth past them go 2½-ton mil-

itary trucks rushing troops to Masan front, which was the scene of some of the bloodiest fighting.





**OBSTACLES OF INCHON**, as pointed out to MacArthur by mission sent from Washington, are illustrated on these maps. At low tide, vast mud banks stretched between channel and Red and Blue landing beaches, and invasion craft would have to wait in channel (map, left) for 8½ hours. When tide raced



back in (map, right) landing craft could go up to the beaches, but they would have only 2½ hours of high water in which to unload. MacArthur pointed out that these arguments constituted the very reasons why Inchon would succeed. The enemy would not expect a landing and would be utterly unprepared.

## MacARTHUR CONTINUED

The North Koreans still had an enormous superiority in manpower and weight and quality of arms. They were thus able simultaneously to exert heavy pressure against the defenders in the center of the resistance established near the bottom of the peninsula and flow around them on both sides. In command of the defense was Lieut. General Walton H. Walker, who had been commander of U.S. Army forces in Japan. While Walker held in the center, lightly armed South Korean police units fell back before the onslaught of North Korean attackers along the west side of the peninsula, so that the enemy was able to drive virtually unopposed toward the south in that area. By the last week in July the Communists had driven deeply enough in the west to prepare to wheel toward the east as part of what threatened to be a huge enveloping movement. Meanwhile enemy columns were dashing down the east coastal road to form the second arm of the envelopment. The final target of both arms was Pusan.

So slim were Walker's resources that he could meet this threat only by moving troops, sometimes exhausted after a bitter battle, into the breach and temporarily leaving another position exposed. But the best he could do would still only delay the advance until sufficient forces could be brought to the defense of South Korea.

On July 27 the *Bataan* wheeled out onto the Haneda runway again and MacArthur roared off for another inspection trip. Landing at Taegu, he went directly to Walker's headquarters, where he received a formal briefing.

The military term for orderly retreat is "a retrograde movement." MacArthur found that Walker's staff had planned a whole series of retrograde movements, with details so complete as to establish dates on which successive phaselines in the rear would be reached. I remember watching MacArthur's face as these plans were outlined to him. Minute by minute his expression changed from attentiveness to surprise, to amazement, and then to consternation. Finally he spoke, with a decided sharpness to his voice and a withering glance at the briefing officer. "These plans," he ordered, "will be scrapped at once. The present line must be held at all costs."

Within 48 hours Walker had issued his now famous rallying cry to his troops. "There must be no further yielding under pressure of the enemy," his order read. "From now on let every man stand or die."

By such things can the tide of battle be reversed. The North Koreans, operating with 13 divisions and freedom of action to mass at any selected point for a local penetration, closed in for what they thought was the kill. They had reason to believe so at Chinju in particular, when a two-pronged attack sliced through the thin line of defenders and drove to within 12 miles of Masan, keystone of the beachhead's left flank. In a surprise counterattack Walker's forces stopped them in their tracks. By

Aug. 11 the Communists had been driven back 13 miles, abandoning much of their equipment. The line had more than held.

MacArthur watched this and other such local operations with increasing admiration for Walker's generalship and with obvious satisfaction; for he had just such an operation in mind for "Johnnie" Walker, as he called him, in the near future.

This operation was the second plan MacArthur had conceived as he had stood on the hill over the Han. His strategy, as he developed the myriad details on his return to Tokyo headquarters, was a far greater gamble than the piecemeal commitment of troops. It was for an amphibious attack which would cut in behind the enemy's rear, sever his supply lines and make it possible to encircle all his forces south of Seoul. The target MacArthur selected for this landing was Inchon, 20 miles from Seoul and the second largest port in South Korea. Because of the problem of Inchon's surging tides, the target date had to be the middle of September, the time of the first high autumn tide.

MacArthur had his doubts, however, about the acceptance of such a plan by Washington. The chairman of the Joint Chiefs of Staff at the time was General Omar Bradley, who had given his opinion to a congressional committee nine months earlier that amphibious warfare was outdated and that he could not foresee its use in the future. So MacArthur made his proposal cautiously and was not surprised when it was received at the Pentagon with a marked lack of enthusiasm. But he knew that the alternative to Inchon was the blood bath of a frontal assault. So he pleaded for his plan more urgently as precious time raced on.

Finally the Joint Chiefs of Staff wired him that General J. Lawton Collins, Army Chief of Staff, and Admiral Forrest Sherman, Chief of Naval Operations, were coming to Tokyo to discuss Inchon with him.

It was evident immediately upon their arrival that the actual purpose of their trip was not so much to discuss Inchon as to dissuade MacArthur from it. Thus, at 5:30 p.m. on Aug. 23, in the Dai Ichi Building, there occurred the most important strategy debate in the Korean war.

## The crucial conference

**T**HE conferees included at least nine generals and admirals. MacArthur sat at the head of the conference table, leisurely smoking his pipe. Occasionally he jerked the pipe from his mouth and gestured with it as he interjected a question or a comment.

The Navy presented its case first. A naval briefing staff argued that two elements—tide and terrain—made a landing at Inchon extremely hazardous. They referred to Navy hydrographic studies which listed the average rise and fall of the tides at Inchon at 20.7 feet—one of the greatest in the world. On the tentative target date for the invasion, the rise and fall would be more than 30 feet because of the position of the moon. When Inchon's tides were at full ebb, the mud banks which had accumulated over the centuries from the Yellow Sea were out of water in some

CONTINUED





**MILITARY PAYOFF** of Inchon was the capture of 130,000 North Koreans trapped by the amphibious landing which, in effect, cleared South Korea of

the invader. Above, guarded by a U.S. MP, a seemingly endless line of North Korean soldiers files along a dusty road to the prisoner-of-war compound.



**POLITICAL PAYOFF** of Inchon was the liberation of Seoul, the capital city of South Korea, 11 days after the landing. MacArthur officially restored the

capital to President Syngman Rhee. Above, with Rhee at his side, MacArthur leads the assemblage of soldiers and government officials in the Lord's Prayer.





IN THE GOOD OLD SUMMERTIME...

# Bring on the Falstaff

Whatever it is... a beach-party, a picnic, or simply a take-it-easy afternoon, you'll enjoy yourself so much more with a good, cold can of beer within reach.

Make it Falstaff, and you'll have a better time than ever. It's always beer at its refreshing best... famous from coast to coast for its extra-fine quality—*premium* quality! So whatever you do on your carefree Summer days, bring on the Falstaff. And have more fun with The Choicest Product of the Brewers' Art.



FALSTAFF BREWING CORPORATION OF ST. LOUIS, MISSOURI • BREWERIES AT ST. LOUIS • OMAHA • NEW ORLEANS • SAN JOSE • FT. WAYNE

**AMERICA'S PREMIUM QUALITY BEER**





COMMANDER IN KOREA for first 5½ months of war was Lieut. General Walton H. Walker. Here he gets warm greeting by MacArthur at front.

### MacARTHUR CONTINUED

places as far as two miles out into the harbor from the shore. And during ebb and flood these tides raced through "Flying Fish Channel," the best approach to the port, at speeds up to 6 knots. Even under the most favorable conditions "Flying Fish Channel" was narrow and winding. Not only did it make a perfect location for enemy mines but any ship sunk at a particularly vulnerable point could block the channel to all other ships.

On the target date, the Navy experts went on, the first high tide would occur at 6:59 in the morning and the afternoon high tide would be at 7:19, a full 35 minutes after sunset. Within two hours after high tide most of the assault craft would be wallowing in the ooze of Inchon's mud banks, sitting ducks for Communist shore batteries until the next tide came in to float them again. In effect the amphibious forces would have only about two hours in the morning for the complex job of reducing or effectively neutralizing Wolmi-do, the 350-foot-high heavily fortified island which commands the harbor and which is connected with the mainland by a long causeway.

Assuming that this could be done, the afternoon's high tide and approaching darkness would allow only two and a half hours for the troops to land, secure a beachhead for the night and bring up all the supplies essential to enable the landing forces to withstand enemy counterattacks until morning. The landing craft, after putting the first assault waves ashore, would lie helplessly on the mud banks until the morning tide. Reviewing the Navy's case, Admiral Sherman concluded by saying, "If every possible geographical and naval handicap were listed—Inchon has 'em all."

MacArthur continued to puff on his pipe, saying nothing, as Collins presented his arguments. The Army, its Chief of Staff said, felt that Inchon was too far in the rear of the present battle area to have the necessary immediate effect upon the enemy. Collins was not at all sure, in fact did not believe, that even if MacArthur captured Seoul he could make contact with Walker to the south. And furthermore, the Army Chief of Staff said, MacArthur might well run into overwhelming enemy forces in the area of the capital city and suffer complete defeat.

Collins had instead an alternate proposal: to abandon the plan of the Inchon landing and aim for the west coast port of Kunsan. This port was much farther south and presented few of Inchon's physical obstacles. At this point Sherman spoke up and seconded Collins in urging MacArthur to give up Inchon in favor of the safer plan of landing at Kunsan.

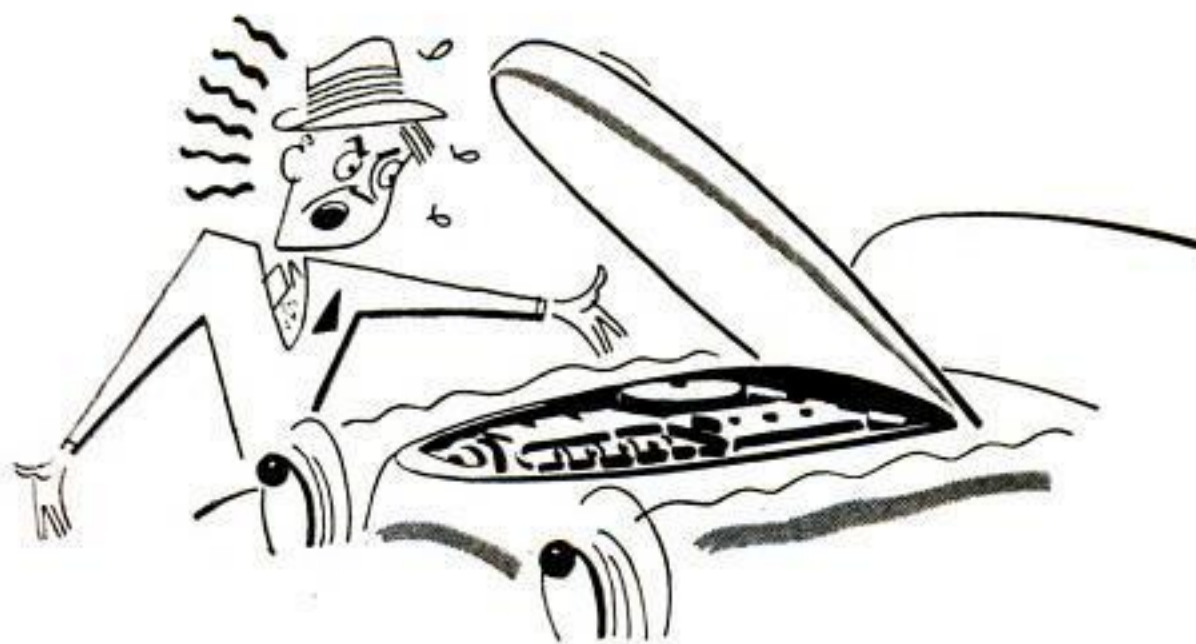
For a moment or two, after Sherman and Collins had finished, MacArthur remained silent. The rising tension in the room could literally be felt. One of the generals shifted a little uneasily in his chair; another drummed softly on the conference table with his fingertips. Wreaths of cigaret and pipe smoke floated across the big war maps that hung on the wall.

Then MacArthur began to speak.

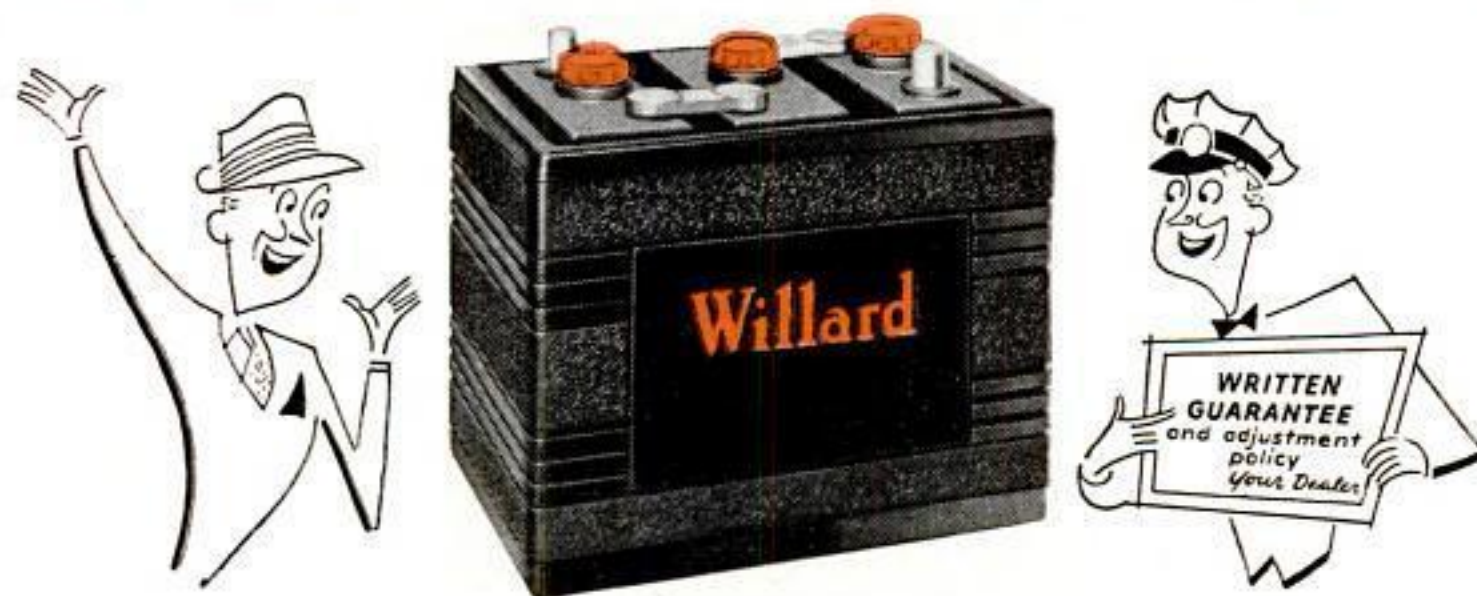
He talked in a casual, conversational tone. The bulk of the Reds, he said, were committed around Walker's defense perimeter. The enemy, he was convinced, had failed properly to prepare Inchon for defense. "The very arguments you have made as to the impracticabilities involved will tend to insure for me the element of surprise," he

CONTINUED

# NOW...



# GENUINE



# WILLARD



# ONLY \$11.95

EXCHANGE\* GROUP 1

● Including written guarantee and adjustment policy which protects you anywhere in U. S. and Canada.

● Including competent service by your friendly neighborhood dealer.

\*In most areas of the U. S.

DRIVE A LOT? Ask your dealer about Willard Batteries with Metalex, the patented grid alloy that has increased Willard guarantees up to a FULL FOUR YEARS!

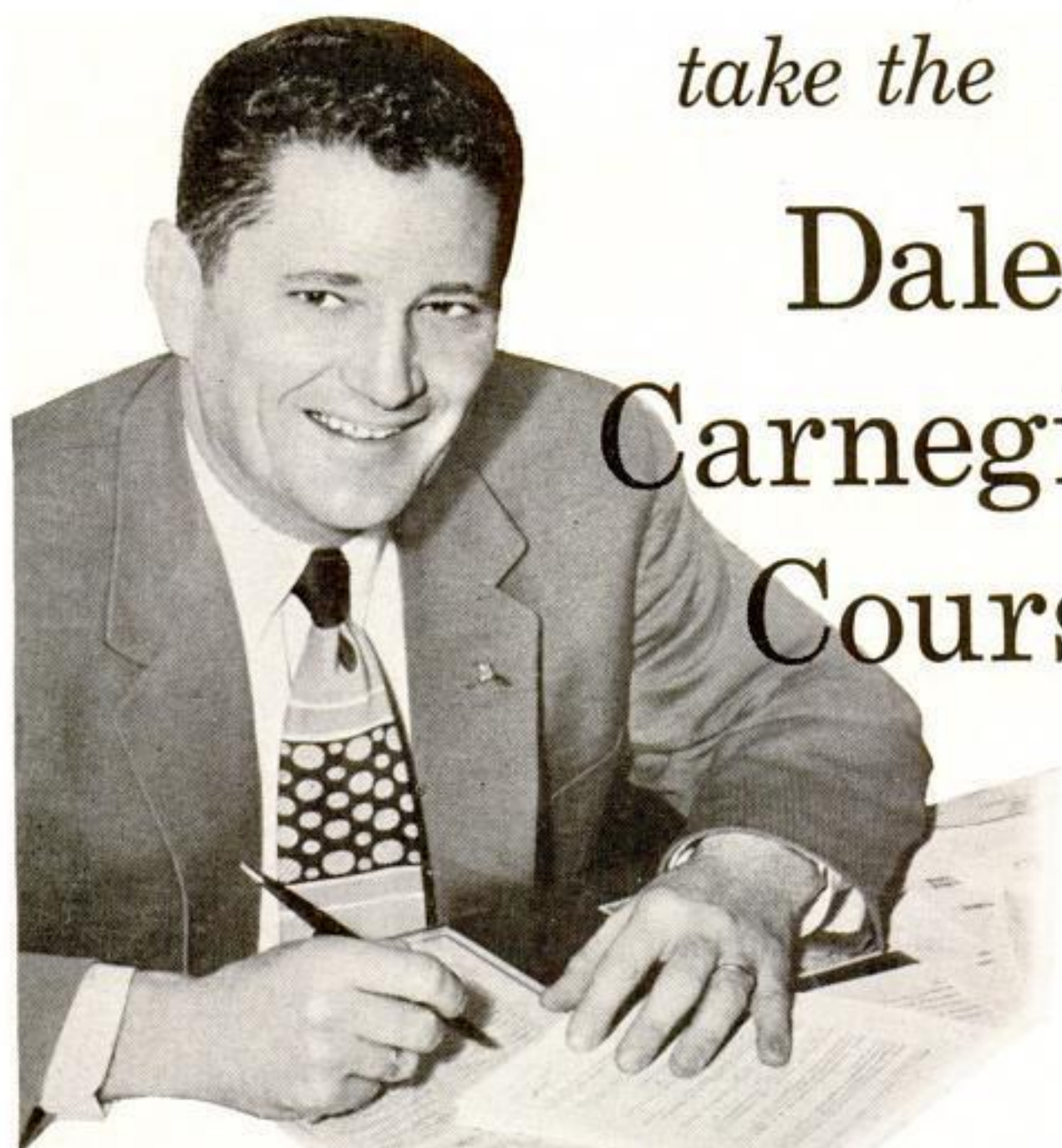
## Willard

Dealers are listed in telephone directories EVERYWHERE. Look in the Yellow Pages under "Batteries".



*Why do so many  
success-minded people  
take the*

# Dale Carnegie Course?



THE HONORABLE JOSEPH FOSS,  
GOVERNOR OF SOUTH DAKOTA,

Marine flying Ace of World War II,  
winner of the Congressional Medal of Honor,

SAYS:

*The Dale Carnegie Course is  
directly responsible for giving  
me the confidence I needed  
with people. I cannot  
recommend the training  
too highly.*

43 years  
of training  
450,000 men  
and women  
for leadership.  
Classes  
in 750 cities  
throughout  
the world.

EFFECTIVE SPEAKING... HUMAN RELATIONS...  
**The Dale Carnegie Courses**  
... MEMORY TRAINING ...



Send for the free booklet, **What the Dale Carnegie Course Can Do For You...**  
Dale Carnegie Institute, Dept. 76, 22 West 55th Street, New York 19, New York



INCHON CONFEREES meet at Haneda Airport as Army Chief of Staff General J. Lawton Collins (left) and Chief of Naval Operations Admiral Forrest Sherman arrive to try to argue MacArthur out of the landing.

## MacARTHUR CONTINUED

said. "For the enemy commander will reason that no one would be so brash as to make such an attempt."

He recalled a campaign that took place almost two centuries ago. The Marquis de Montcalm believed in 1759 that it was impossible for any armed force to scale the precipitous river banks south of the then walled city of Quebec, and therefore concentrated his formidable defenses along the more vulnerable banks north of the city. But General James Wolfe and a small force did indeed come up the St. Lawrence River and scale those heights. On the Plains of Abraham, Wolfe won a stunning victory that was made possible almost entirely by surprise. Thus he captured Quebec and in effect ended the French and Indian War. Like De Montcalm, the North Koreans would regard an Inchon landing as impossible. Like Wolfe, MacArthur could take them by surprise.

The Navy's objections as to tides, hydrography, terrain and physical handicaps, MacArthur agreed, were indeed substantial and pertinent. But they were not insuperable. MacArthur smiled at Forrest Sherman, an old friend from World War II days, as he added that his confidence in the Navy was complete, and that in fact he seemed to have more confidence in the Navy than the Navy had in itself.

Then he took up the proposal for a landing at Kunsan. It would indeed eliminate many of the hazards of Inchon, but it would be largely ineffective and nondecisive. "It would be an attempted envelopment," he argued, "which would not envelop. It would not sever or destroy the enemy's supply lines or distribution center and would therefore serve little purpose. It would be a 'short envelopment,' and nothing in war is more futile. Better no flank movement than such a one. The only result would be a hookup with Walker's troops on his left. Better send the troops direct to Walker than by such an indirect and costly process."

But, MacArthur said, stabbing the air with his pipe, seizure of Inchon and Seoul would cut the enemy's supply line and seal off the entire southern half of the peninsula. The major lines of enemy supply from the north converged on Seoul; from there they radiated to the several sectors of the front. By seizing Seoul he would paralyze the enemy supply system. Without munitions and food the troops that now faced Walker would soon be helpless and disorganized, and could easily be overpowered by our smaller but well-supplied forces.

His voice was low as he said, "The only alternative to a stroke such as I propose would be the continuation of the savage sacrifice we are making at Pusan, with no hope of relief in sight. Are you content to let our troops stay in that bloody perimeter like beef cattle in the slaughter house? Who would take the responsibility for such a tragedy? Certainly I will not."

Abruptly MacArthur switched to a global level. "The prestige of the Western world hangs in the balance," he said. "Oriental millions are watching the outcome. It is plainly apparent that here in Asia is where the Communist conspirators have elected to make their play for global conquest. The test is not in Berlin or Vienna, in London, Paris or Washington. It is here and now—it is along the Naktong River in South Korea. Actually, we here fight Europe's war with arms, while there it is still confined to words. If we lose the war to Communism in Asia, the fate of Europe will be gravely jeopardized. Win it and Europe will probably be saved from war and stay free.

CONTINUED



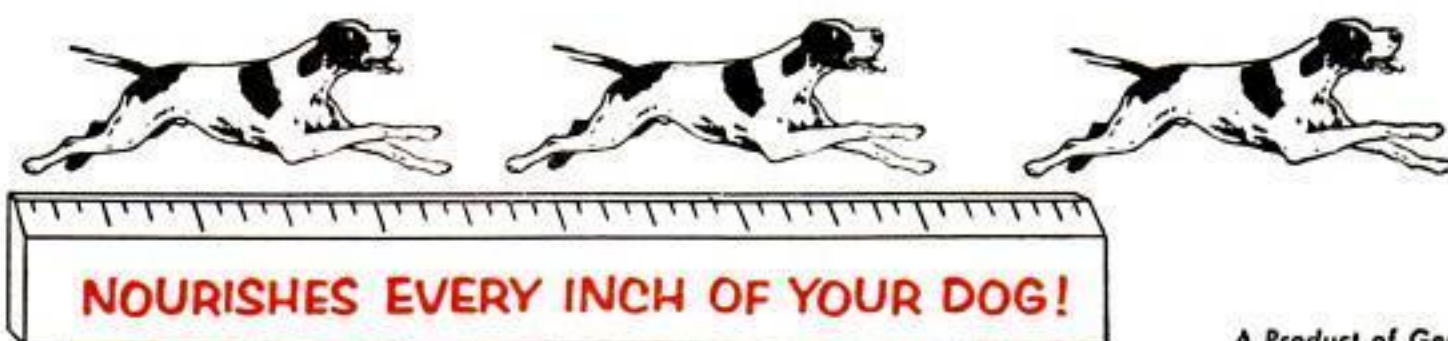
# The first canned dog food good enough to be labeled "Gaines" is HERE



## NEW GAINES OFFERS A COMBINATION OF NOURISHMENT AND FLAVOR UNMATCHED BY ANY OTHER CANNED DOG FOOD!

Now from Gaines—world leader in dog nutrition—comes a totally *new* concept in the science of dog feeding! It's the first canned food to take advantage of the amazing nutritional discovery, *dl*-Methionine, to make *more of the vital protein* available to your dog . . . protein that would normally be wasted. It's a fact: no other canned dog food on the market—no other food you can buy—offers your dog the same nourishment as new Gaines—with its precise combination of rich meat nutrients, vitamins, minerals and *dl*-Methionine! And for tail-wagging taste appeal, dogs prefer Gaines *by instinct*!

# Gaines



A Product of General Foods

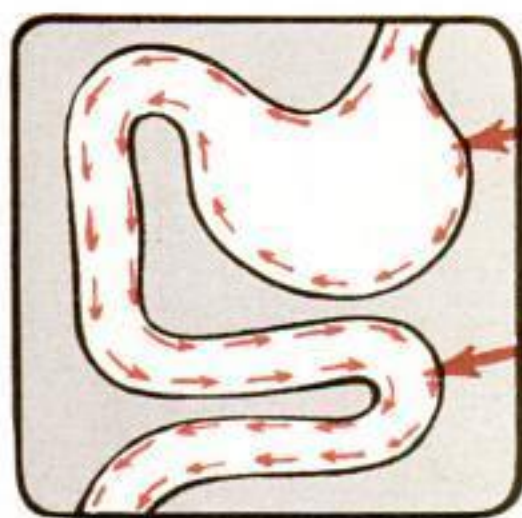




## Stomach **UPSET?**

*Indigestion? Nausea? Diarrhea?*

**Hospital Tests prove Pepto-Bismol works  
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes *both* the irritated stomach *and* intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

**P.S. MOTHERS!** Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A NORWICH PRODUCT

**Take Hospital Tested**

# Pepto-Bismol®



*...and feel good again!*



**PROOF OF RUSSIAN AID** to the North Koreans was produced in the U.N. by U.S. delegate Warren Austin as he exhibited a gun MacArthur had sent him. It is a Russian weapon captured from the North Koreans.

### MacARTHUR CONTINUED

Make the wrong decision here—the fatal decision of inertia—and we will be done. I can almost hear the ticking of the second hand of destiny. We must act now or we will die.”

He paused for a moment or two, and then said, “If my estimate is inaccurate and should I run into a defense with which I cannot cope, I will immediately withdraw our forces before they are committed to a bloody setback. The only loss then,” he said with a sardonic smile, “will be my professional reputation.”

But Inchon would *not* fail, he reiterated. Inchon would succeed—MacArthur's voice was a harsh whisper as he concluded—“and it will save 100,000 lives.”

He had talked for more than an hour. The complete silence that followed was broken only by Admiral Sherman murmuring, “A great voice in a great cause.”

Nothing more was said. The spell was broken as the chairs were pushed back and we all rose to leave the room. Neither Collins nor Sherman made a definite commitment at the time, but on Aug. 29, after their return to Washington, MacArthur received a wire from the Joint Chiefs of Staff: “We concur after reviewing the information brought back by General Collins and Admiral Sherman, in making preparations and executing a turning movement by amphibious forces on the west coast of Korea—at Inchon. . . .”

Had MacArthur waited until Aug. 29 to get his preparations under way, he would have missed the Sept. 15 deadline set by Inchon's tides. But he had not waited, and the landing plans were already forming up. By a week before the target date all the details had been worked out. The invasion fleet was nearing the final stages of embarkation. And it was at this 11th hour that MacArthur received a message from the Joint Chiefs of Staff which chilled the marrow of his bones.

The message read in part: “We have noted with considerable concern the recent trend of events in Korea . . . we desire your estimate as to the feasibility and chance for success of projected operation if initiated on the plan scheduled. . . .”

What, MacArthur wondered, could have given rise to such a query at such an hour? Had someone in authority in Washington lost his nerve? Could it possibly be the President? Or was it merely setting up an alibi in case the operation should run into trouble? MacArthur could hardly believe that after the millions of manhours already expended on this operation, he might be ordered to abandon it. He immediately penciled his reply.

“I regard the chance of success of the operation as excellent,” he wrote. “I go further and believe that it represents the only hope of wresting the initiative from the enemy and thereby presenting the opportunity for a decisive blow. . . .” He concluded by pointing out that “the embarkation of the troops and the preliminary air and naval preparations are proceeding according to schedule. I repeat that I and all of my commanders and staff officers, without exception, are enthusiastic for and confident of the enveloping movement.”

**CONTINUED**



# Yes—there's an easier way to clean white-wall tires



**S.O.S.**  
magic scouring pads  
*cleans and shines aluminum*

You'll find it on your kitchen shelf right now! Yes, S. O. S. — the handy scouring pad with soap right in it — cleans white-wall tires white as new.

Ask any tire dealer, auto dealer, wash-rack operator — they'll all tell you: When scuff-marks, mud and road grease mess up your white-wall tires, just do this—

Dampen an S.O.S. pad. Squeeze till sudsy. Wipe off grime. Rinse tires clean.

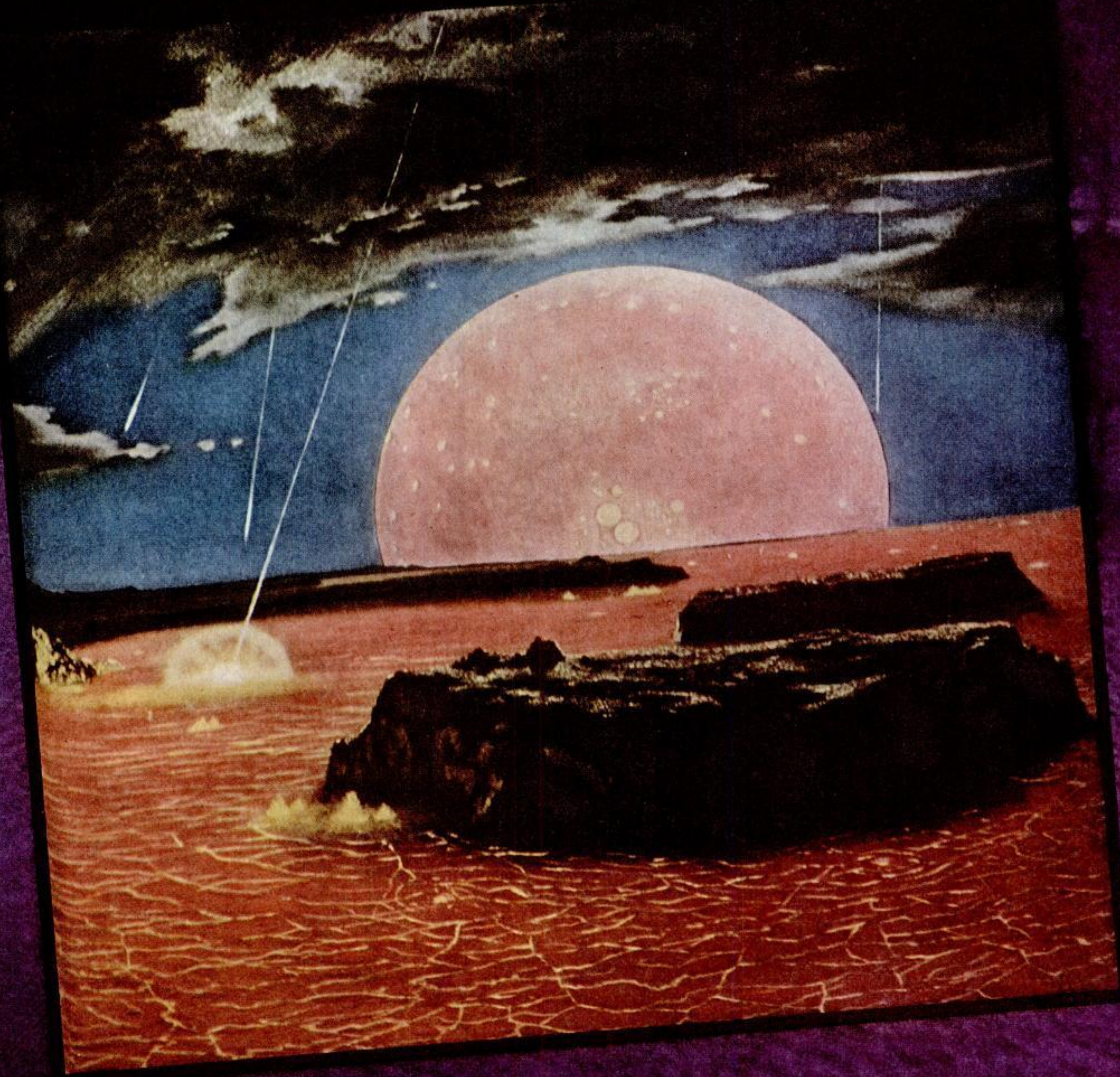
*Lonnie Bee*

The S. O. S. Company, Chicago, Illinois, U. S. A. • S. O. S. Mfg. Co. of Canada, Ltd., Toronto, Ont.



# THE WORLD WE LIVE IN

BY THE EDITORIAL STAFF OF **LIFE** AND LINCOLN BARNETT





# Final Offer

**F**rom one of the most acclaimed and widely-read series of articles ever to appear in the magazine, LIFE has now prepared an extraordinary 318-page volume made up almost entirely of full-color illustrations—an exciting and eloquent account of how the earth, the life upon it and the air around it came to be.

Last spring when LIFE announced that “The World We Live In” would be published in book form, advance reservations were accepted at a special pre-publication price. Already more than a quarter of a million have come in.

Very shortly this beautiful volume will be available in bookstores for \$13.50. If you missed the original offer or wish to reserve additional copies—wonderful gifts for young people—this is your last opportunity before publication to order **THE WORLD WE LIVE IN** for only \$9.95—\$3.55 under the bookstore price.

Printed below is the reservation certificate allowing you this \$3.55 saving.

**LIFE** 540 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS

Please reserve in my name a copy of LIFE's "THE WORLD WE LIVE IN"

☐ **READER'S LIBRARY EDITION**

Only \$9.95 on the special pre-publication offer. Retail price, \$13.50.

☐ **DELUXE PRESENTATION EDITION**

Distinctively bound and boxed in a slip case—only \$2.00 extra.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

*This offer is good only in the U. S., Canada and U. S. Possessions.*

6490



*Hollywood's favorite*  
Lustre-Creme  
Shampoo...



**Yes, Ann Blyth uses Lustre-Creme Shampoo.** It's the favorite beauty shampoo of 4 out of 5 top Hollywood movie stars!

**It never dries** your hair! Lustre-Creme Shampoo is blessed with lanolin . . . foams into instant, rich lather, even in hardest water . . . leaves hair wonderfully easy to manage.

**It beautifies!** For star-bright, satin-soft, fragrantly clean hair—without special after-rinses—choose the shampoo of America's most glamorous women. Use the favorite of Hollywood movie stars—Lustre-Creme Shampoo.

Never Dries—  
it Beautifies!



*Ann Blyth*

co-starring in **THE KING'S THIEF**  
An M-G-M Production.  
In CinemaScope. In Color.





HEARING THE NEWS aboard *Mount McKinley* that landings at Inchon are successful, MacArthur breaks into big grin.

## MacARTHUR CONTINUED

He dispatched his answer and then waited with growing concern. It was all but impossible to bring the great invasion grinding to a halt. With the target time approaching by the hour, it seemed to MacArthur that he waited an eternity for the reply.

Finally a short, cryptic message arrived from the Joint Chiefs of Staff announcing that in view of his message they had "approved" the operation and "so informed the President." With this threat of a last minute reversal removed, MacArthur left for Inchon.

SIX of us from MacArthur's staff accompanied him aboard his flagship, the *Mount McKinley*. A typhoon was blowing itself out in the Sea of Japan, and the backlash of it sent mountains of water pounding at our starboard quarter. Through 20-foot-high swells the *Mount McKinley* labored toward Inchon with a sickening combination of pitch and roll.

By the second night we had rounded the tip of Korea and were riding calm waters in the Yellow Sea. The evening was clear as I stood at the port rail of the *Mount McKinley* and watched the sun go down. Like everyone else aboard, I could think of nothing but the next morning—D-day, when we would be threading our way over the shifting bars of "Flying Fish Channel" under the guns of Wolmi-do and skirting the edges of the deadly mud banks of Inchon.

I retired early in preparation for a dawn rising. But I had been asleep only a few moments when I awoke to the sound of knocking on my door. It was the Marine sentry who had been posted by MacArthur's cabin.

"General MacArthur would like to see you, sir," he said. I threw on my bathrobe as I followed the sentry down the passageway to MacArthur's cabin. I entered to find him dressed in his robe, pacing the length of the little cabin. He glanced up at me, said quietly, "Sit down, Court," and continued his pacing in silence.

The ship rolled gently beneath us and glided through the darkness toward the target. MacArthur paced unceasingly back and forth, his slippers whispering on the rug. The only other sound was the familiar creak of a ship at sea and the bell of the ship's clock on the wall as it struck the hour.

On my left I could see the framed photographs of MacArthur's wife and son, his father and mother and his brother—the same photographs that had been in his cabin aboard the *Nashville* at Leyte in World War II. These were the symbols of family which meant so much to him and which always went with him, even to so temporary a quarters as a ship's cabin.

Then, abruptly, he began to talk. I understood that in this troubled hour he wanted someone to listen to him as he weighed his thoughts on this invasion eve. While I sat and listened, he continued his pacing and, in a soliloquy that amounted to a kind of self-debate,

CONTINUED

your Keepsake... forever



## GENUINE REGISTERED Keepsake® DIAMOND RINGS

Its natural beauty resplendent in exquisite ring stylings, a Keepsake diamond is truly the most eloquent symbol of love everlasting.

Inherent in the famous name Keepsake is the assurance of quality and lifetime satisfaction that neither price tag nor carat weight can ever convey. This name in your engagement ring guarantees a perfect\* diamond of maximum beauty and brilliance. Knowing this, you owe it to yourself now to choose a Keepsake forever.

\*A perfect diamond is free from all imperfections within the stone when examined by a trained eye under ten-power magnification. In addition, Keepsake diamonds are of finest color and correct modern cut. Look for the name "Keepsake" in the ring, and ask for the Keepsake Certificate, which guarantees perfect quality and permanently registers your diamond ring.

A. DESMOND Ring \$575. Wedding Ring 200.  
B. HEATHER Ring \$350. Also 100 to 2475.  
Wedding Ring 10.00. C. SAN CARLO Ring \$125. Wedding Ring 87.50. All rings available in either natural or white gold. Prices include Federal Tax. Rings enlarged to show details. © Trade-mark registered.



(If not listed, mail coupon today)

KEEPSAKE DIAMOND RINGS SYRACUSE 2, NEW YORK		L 8-55
Please send free booklets, "The Etiquette of the Engagement and Wedding" and "Choosing Your Diamond Ring." Also 44-page "Bride's Keepsake Book" gift offer and the name of nearest Keepsake Jeweler. I enclose 10c for mailing costs.		
Name.....		
Address.....		
City and State.....		
A. H. Pond Co., Inc.—Syracuse—Antwerp—Amsterdam		



Hey, Mom, I'm here  
with new Edwards  
styles!



BRADFORD

NEW



LE CLAIRE

NEW



ETHEL

NEW



Mother, the  
most comfortable,  
fashion-right shoes  
any season, are  
**Edwards, The Shoe for Children.**  
Choose from a wide selection of  
popular Back-to-School  
styles—skillfully designed to  
fit and flatter growing feet.

Edwards

Edwards Philadelphia 7, Pa.

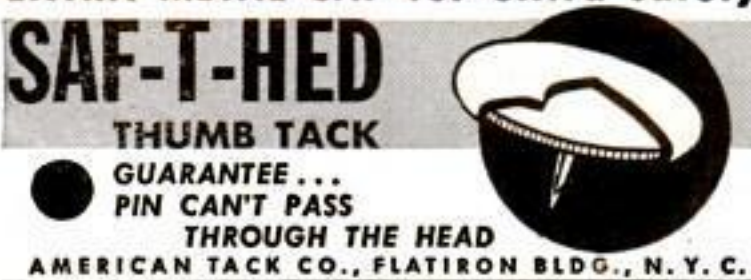
inspired by tomorrow

SEE THEM TODAY



World's Largest Dinette Producer

EXTRA METAL CAP for extra safety



QUICK RELIEF

**TUMS** 10¢  
A ROLL  
FOR ACID INDIGESTION  
GUARANTEED TO CONTAIN NO SODA



## HOW HOSPITAL STOPPED ATHLETE'S FOOT ITCH!

Amazing "hospital-tested" cream destroys Foot Itch fungi  
on 60-second contact... instantly relieves the itching!

Why endure that agonizing toe itch? Hospital tests show TING Antiseptic Cream gives instant relief... restores wonderful comfort to sore, burning skin and cracked, peeling toes.

Laboratory tests also prove that TING's remarkable fungicidal action destroys Athlete's Foot fungi on 60-second contact. Prevents spread of infection. Aids healing of raw, cracked toes amazingly fast.

TING is a non-greasy, stainless "dry cream" discovery. Simply rub on.

Dries quickly to powder that clings, thus continues relief for hours. Buy TING today. Guaranteed results. Money back if not completely satisfied. At all druggists. Only 69¢.



AFTER INCHON, MacArthur and Whitney (right) watch paratroops drop to cut off fleeing enemy north of Pyongyang, North Korean capital.

### MacARTHUR CONTINUED

reviewed once more the infinite details as well as the grand design of Inchon.

He reviewed all the arguments that had been advanced against the landing and weighed them carefully once more. But each one, as he went on, in his mind gave way to the priceless promise of surprise that Inchon offered as the only alternative to condemning Walker and his men to fight on in a hopeless frontal assault.

Finally MacArthur stopped his pacing. He stood before the desk and looked at the pictures of his family while he spoke, still as if to himself. "No," he said, "the decision was a sound one. The risks and hazards must be accepted."

His expression changed. The worried creases disappeared from his brow as he turned to me. I rose and he put a hand on my shoulder. "Thanks, Court," he said. "Thanks for listening to me. Now, let's get some sleep." He threw off his robe, climbed into his bed and reached to the table alongside to pick up his Bible.

As I swung the cabin door closed, I heard the ship's clock strike five bells; it was 2:30 a.m. I thought back three weeks to MacArthur's words at that meeting in the Dai Ichi Building: "I can almost hear the ticking of the second hand of destiny." Destiny was only four hours away.

I WENT to my cabin and turned in. But I could not have been asleep more than a couple of hours when the warning signal was sounded for enemy air attack. Hurriedly dressing and going to the bridge, I learned that two enemy planes were attempting to bomb the cruiser just ahead of us. Although an officer reported that both planes were shot down before they could do any damage, I decided that I had better awaken MacArthur because of this danger. When I went into his cabin and gently shook him, he woke, listened while I recounted the incident of the attack and then turned over to resume his rest. "Wake me up again, Court," he said, "if they attack this ship." I went back on deck.

It was not long, however, before the red glow of sunrise and the increasing din of battle penetrated his cabin and woke him. He had a quick bite of breakfast and took his position on the Mount McKinley's bridge. Wolmi-do was rocking under the bombardment of naval guns and bombs. Already the bombardment was having its effect and wreaths of dirty gray smoke were rising from the island.

Now the endless circles of little landing craft started churning around the mother assault ships. And as they did, MacArthur received the word that the enemy guns at Wolmi-do were silent. This was one of the best signs that Inchon was lightly defended and that he had indeed achieved the complete surprise on which he had gambled so much. But we could not relax yet. The first assault waves were now going in over those mud banks and across the beaches of Wolmi-do. If the Marines, who were leading the invasion, were beaten off or even pinned down on the beaches for too long, that would mean that Inchon was protected by the enemy in force. It would take relatively few Communist defenders to slaughter these first waves of invaders while the rest were held back by the enormous mud banks.

Finally the news came. At 8 a.m. an orderly climbed up to the bridge and handed MacArthur a slip of paper. His eyes swept it eagerly and his face broke into a broad grin. The message said that





## Fall arrives with the dress shirt of *Du Pont Nylon*

No mistaking it for the little tops you lived in all summer! This is the shirt that *definitely* marks the new season—in a wonderful new kind of tricot shirting.

The *look* is different! Heavy scroll nylon Venise-type lace unexpectedly combined with classic tailoring. Long sleeves, pearl buttons, fall-weight fabric in flashing white (so flattering to lingering tans).

The *feel* is wonderful. All the softness and comfort you love about tricot is here, plus all the easy-care attributes of nylon that you welcome with every wearing (so simple to wash, so quick to dry).

We've seen this versatile shirt do wonderful things to a gray flannel skirt. And it turns ladylike when it's teamed with black velveteen. But you're sure to have ideas of your own. All we can add is that *the* fashion of the season—the dress shirt—is yours in Du Pont nylon. *Nylon is one of Du Pont's modern-living fibers.*

BETTER THINGS FOR BETTER LIVING  
THROUGH CHEMISTRY







## It happened so fast I couldn't stop!

(Based on Company File #WD126KAM18683)

The car ahead of me had just passed a fork in the road. Suddenly the driver slammed on his brakes.

*He'd meant to turn there!* I hit my brakes hard. Enough to lock my wheels. But I piled into him anyway.

The other driver was able to proceed on his way. But highway patrolmen insisted on taking me to a hospital for examination. One of the troopers phoned the local agent of my insurance company—the Hartford.

Talk about fast service! Within a few minutes that Hartford Agent arrived at the hospital. He made out the accident reports. Put the nearest Hartford Claim Office on the job. Even phoned my own Hartford Agent 875 miles away to tell him what had happened!

I was able to leave the hospital that afternoon. The Hartford Agent secured a hotel room for me, and personally brought my luggage there. And he had my car towed to a reliable repair shop.

Thanks to his friendly interest

*Year in and year out you'll do well with the*

# Hartford



Hartford Fire Insurance Company  
Hartford Accident and Indemnity Company  
Hartford Live Stock Insurance Company  
Citizens Insurance Company of New Jersey . . . Hartford 15, Connecticut  
Northwestern Fire & Marine Insurance Company  
Twin City Fire Insurance Company . . . Minneapolis 2, Minnesota



VICTORY SIGN is made out of enemy propaganda as paratrooper scrawls disdainful caption on poster portrait of North Korean Premier Kim Il Sung.

## MacARTHUR CONTINUED

the first wave of Marines had landed and secured a beachhead without a single fatality.

By the time the tide had gone out of Inchon's harbor only an hour later, leaving some of the landing craft squatting on the mud banks, Wolmi-do had been fully secured. Late that afternoon, eight and a half hours later, the sea and the landing craft poured back through the harbor, this time toward Inchon proper. And by next morning Inchon was ours.

Three days later, with carefully planned coordination, Walker started north across the Naktong River. The enemy's resistance was strong at first but collapsed within four days. Caught between our two forces, the Communists tried to make a disciplined retreat but quickly broke into a rout. Red divisions and regiments ceased to exist as organized units. The men abandoned their arms and equipment; tanks, artillery, trucks and small arms littered the highways all over South Korea. The total of enemy prisoners of war finally rose to 130,000.

Tank-infantry task forces of the 1st Cavalry Division raced 105 miles northward in three days and joined forces with the Inchon invaders south of Suwon. This was where the first U.S. defenders had been rushed into desperate action to slow the North Korean advance. In three months MacArthur had turned defeat into victory and virtually retaken South Korea. The gamble of Inchon—and the military war in Korea—was won.

## IN NEXT WEEK'S ISSUE: GREAT CONTROVERSIES OF THE KOREAN WAR

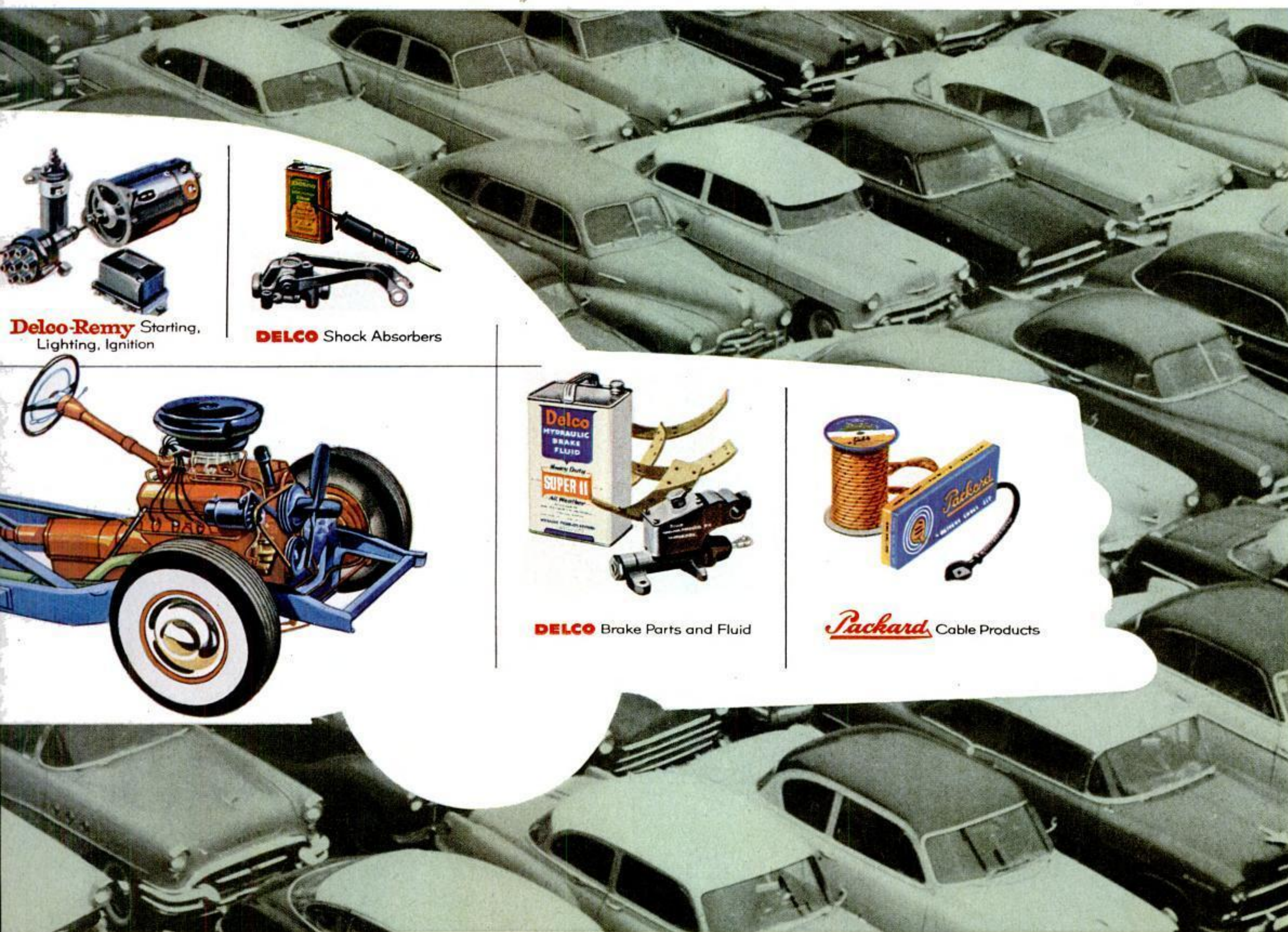
In the concluding instalment of this series General Whitney takes up the great political and strategic debates of the Korean war:

- ▶ 'SLY POLITICAL AMBUSH' AND A HIDDEN STENOGRAPHER AT FAMOUS WAKE ISLAND MEETING
- ▶ THE SECRET THAT LEAKED TO CHINESE REDS
- ▶ THE PLAN TO SEAL OFF THE CHINESE 'VOLUNTEERS' BEHIND RADIOACTIVE WASTES
- ▶ HOW MacARTHUR HEARD OF HIS RECALL

AND

- ▶ THE AGREEMENT WITH TAFT THAT MIGHT HAVE MADE MacARTHUR PRESIDENT OF THE U.S.





## who uses these Equipment Service Parts...

been in automotive lighting for nearly 50 years. Or New Departure and Hyatt, both in the bearing business for over 60 years. You'll find there's no substitute for the world-famous quality of General Motors parts—or for their performance records, which are the envy of the entire automotive industry.

So, when it's time to replace, look for the serviceman handling the parts made by the company that built 50,000,000 cars.

★Listen to Lowell Thomas on CBS Radio Network—  
See your newspaper for time and station.

### OTHER UNITED MOTORS AUTOMOTIVE LINES...

**INLITE** Brake Linings • **KLAXON** Horns • **DELCO** Electronic Parts

**MORaine** Gasoline Filters • **DELCO** Automotive Motors • *Guide* Lamps

**MORaine** Engine Bearings • *HARRISON* Radiators • **ROCHESTER** Lighters

*HARRISON* Thermostats • **AC** Gauges, Speedometers • *Saginaw* Steering

**GM HYDRA-MATIC** Units and Parts

## THESE GENERAL MOTORS PRODUCTS

AVAILABLE THROUGH UNITED MOTORS DISTRIBUTORS  
TO DEALERS AND SERVICE STATIONS EVERYWHERE





AMERICA'S BEST-LOVED PEAS  
... HOW THEY GOT THAT WAY



## Great-grandpappy of The Green Giant Flavor

Here's a cross-fertilizing job that Mother Nature intended the honeybee to do. But that little critter wasn't scientific enough for the Green Giant. In the Green Giant's experimental gardens, scientists fertilize blossoms by hand to breed peas with just the right sweetness and tenderness. The kind found only in peas picked and packed at

*the fleeting moment of perfect flavor.* The Green Giant flavor. How about getting next to it tonight?

### Green Giant Peas

BRAND

Green Giant Company, headquarters, LeSueur, Minnesota;  
Green Giant of Canada, Ltd., Tecumseh, Ontario.  
"Green Giant" Brand Reg. U. S. Pat. Off. ©GGCo.

new  
pack  
now at  
your  
grocer's













A black and white photograph of a young boy running down a gravel road towards a house. The boy is seen from behind, wearing a light-colored short-sleeved shirt, dark trousers, and a light-colored cap. He is running with his arms outstretched. In the background, there is a single-story house with a gabled roof and several windows. The house is surrounded by trees and a utility pole is visible on the right side of the road.

# A SPECIAL HAPPY WORLD FOR A GRANDSON

Photographed for LIFE by LEONARD McCOMBE

Bounding down the road like a grasshopper, Billy Conner sets out from home each afternoon to a world where a boy may have almost anything he asks for. The center of this world is Billy's grandfather, and the pair's happy life together is shown on the following pages.



# A man possessed of endless patience



*On the steps of the porch, dislodging a pair of glasses ends granddad's reading period*



## and a boy full of pep

Six-year-old Billy Conner (see cover) and 63-year-old William James Conner, his grandfather, are close friends because, for one reason, they live close together—only four blocks apart in the small resort town of Batesville, Ark. Also, Mr. Conner has infinite patience. A section foreman on the Missouri Pacific, Mr. Conner comes home from work a tired man. But with Billy waiting to pounce on him, he barely has a chance to look at his church paper before he is tugged on a shopping excursion downtown. Billy, surrounded with affection and gentle discipline at home, revels in the company of granddad because he is no disciplinarian at all. "One of the best things about having that boy," says granddad, "is that I get all the fun and don't have to do the blamed rearing."



*In a shop, a choice between glove or ball*

*On a walk, an impatient tug toward a treat*



*At the ice cream stand, something for both of them*



# Display of boyish valor, discovery of



*An uneasy approach to the operation*



*A sudden, startling tug*

## A QUICK YANK FINISHES A PAINFUL WAIT

When Billy's tooth—a lower front one on the lefthand side—began to get loose, Mr. Conner introduced Billy to the string technique. The tooth didn't come out with the first yank, and granddad's standing was in jeopardy. Billy wiggled the tooth tentatively before he permitted granddad to try once more. When it popped out cleanly, Billy examined it in wonder and then asked for a drink of water to soothe the empty spot and forgot about the operation.

*Trophy on a string*





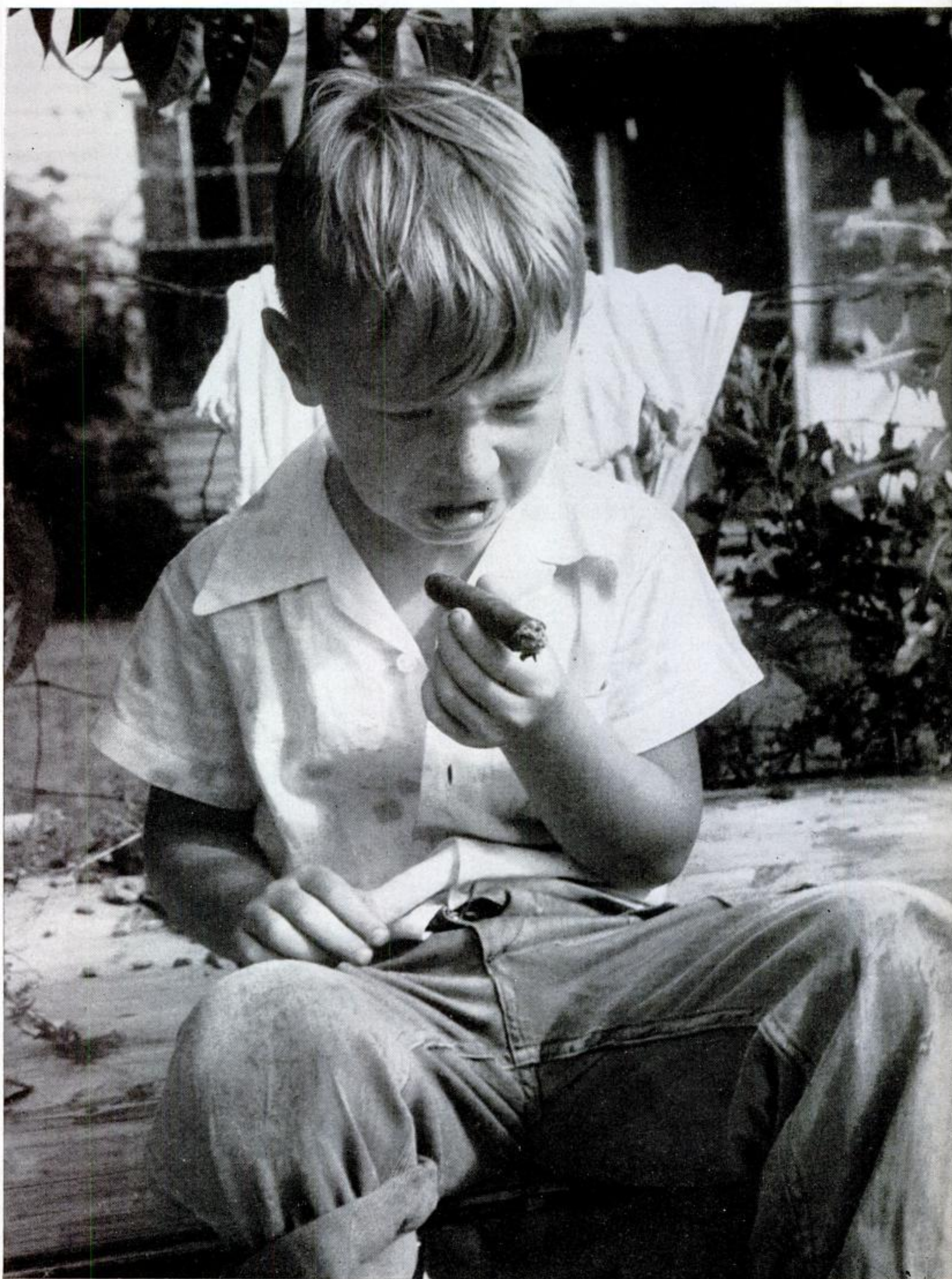
an adult vice



*A big act with a prop*

### ONE PUFF SPOILS A PLEASANT ILLUSION

When he gave up smoking and started chewing a kitchen match instead, Mr. Conner was halfway through a box of cigars. Billy got into the box, pulled one cigar apart, then began showing off with another. The time had come, Mr. Conner decided, to let Billy know what smoking was really like and he lighted a cigar for him. After one puff, Billy spluttered distastefully, threw a disillusioned look at his instructor and said, "Aw shucks, granddaddy."



*After an experimental puff, a disenchantment with an adult pleasure*



# A congenial pair, men among men



*An early-morning start on a catfish expedition in a car named Old Dilsie*

## OLD ANGLER HELPS A BOY TO PLAY

Billy and grandfather share a passion for catching catfish and bream in the White River. Billy sometimes scorns his grandfather's advice and help. "Once," he boasts, "I put on a worm instead of a minnow. I went off a ways and caught a fish that must have been bigger than I am." "But remember," counters Mr. Conner, "I had to help you pull it out of the water."

## YOUNG CRONY JOINS A CREW AT WORK

Mr. Conner takes Billy to the railroad yard—but never, despite Billy's pleas, to ride in the switch engine. That is against rules. Billy and his grandfather seldom voice their feelings for each other. But Billy brings Mr. Conner a captive frog as a token of affection and granddad sometimes, his big hands on Billy's little shoulders, says, "He's sure a dandy little fellow."



*In the railroad yard keeping a lineup of rail-sitters company*



*At a work car, an important railroad discussion*





*One hand free, waving at an engineer friend, the other hand holding tight*





**Iowa Farmer** Fred Bruene (l.), shown with son Dick, was the subject of a LIFE article last January. Mr. Bruene comments, "I can honestly say it has been a wonderful experience being in LIFE. I received letters from all over, many from friends I hadn't seen in years. It seems that when you're in LIFE, people think you're an expert in everything."

I've received letters asking how to best plow, how to set up records, how to spay heifers, how to crossbreed hogs. One letter came from Spain and was written in Spanish. A man in Uruguay wrote me in German. But perhaps the nicest thing that happened to me was when my old school, Morningside College, conferred upon me an honorary degree."

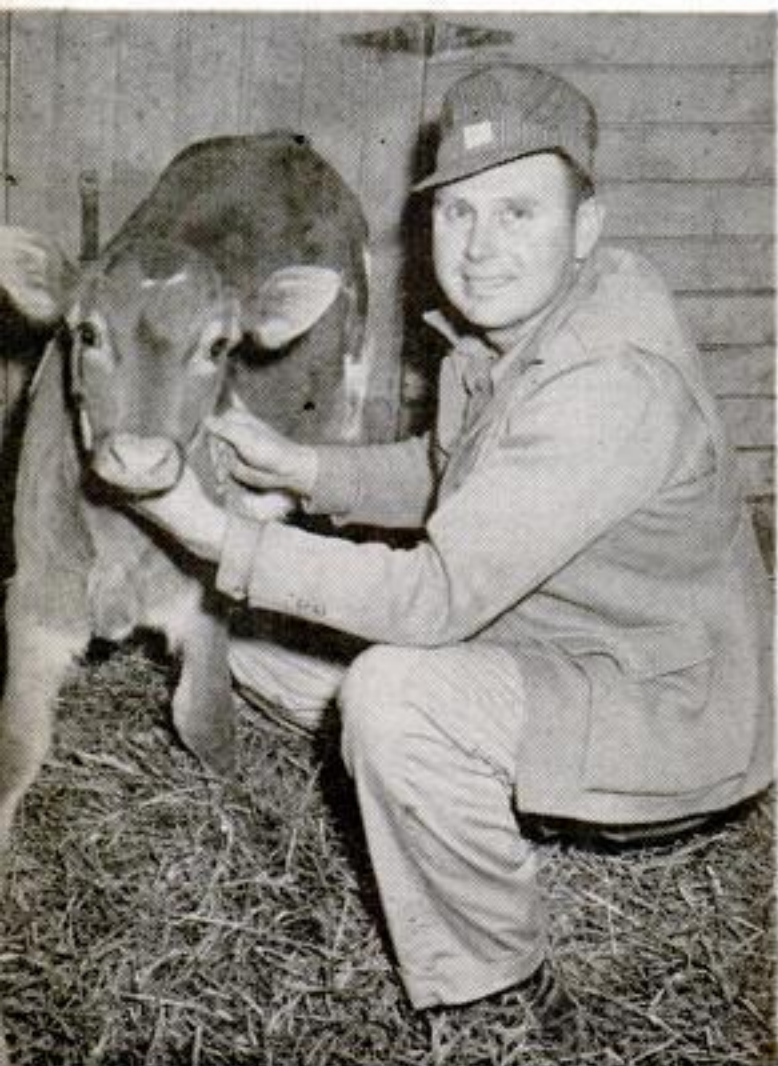
# What happens when **LIFE** hits Des Moines?



GOV. HOEGH

**D**ES MOINES began as a seed in the fertile soil of Iowa. Growing, it drew much of its strength and color from the yield of the farms. Today it's a bustling, prosperous city, supporting many flourishing businesses and industries. It is the center of many activities spreading out into the state. Perhaps nowhere in America is there a closer relationship between a state and its capital than between Iowa and Des Moines.

City and state are inseparable. That is why, "What happens when LIFE hits Des Moines" also happens in Ames, Polk City,



**William Hitz**, Pres. Iowa State Dairy Assn.: "I know of no better way to absorb the climate of world thinking than to read LIFE. We think of LIFE as a real household necessity."



**M. D. Helser**, Dean of Iowa State College: "Within 12 hours after a news item about me appeared in LIFE, my phone started ringing. I received clippings from 28 states."

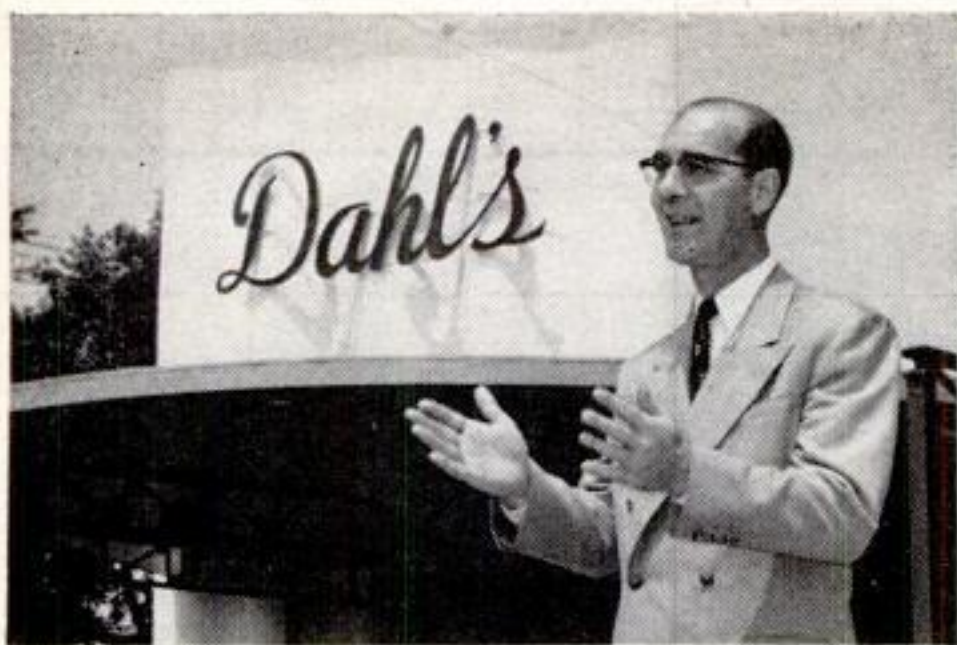


**H. C. Harmon**, President of Drake University: "As a source book of contemporary history, LIFE is unique, a pictorial record of our times, interpreted by skilled journalists."



**Ruth B. Sayre**, only woman appointee to the National Agricultural Advisory Commission: "LIFE's articles build bridges of understanding between peoples of the world."





**W. T. Dahl**, Pres. Dahl's Supermarkets, Des Moines, says, "We have no advertising program of our own, but we maintain a good physical background for national brands and then let LIFE's selling power do the rest."



**T.B. Bartel**, Mgr. of Quaker Oats Plant (LIFE, '46) in Cedar Rapids: "LIFE's impact on customers has brought business to our door. Quaker Oats' ads in LIFE not only stimulate sales, but build pride of achievement."



**Morey Sostrin**, President of Younkers Department Store in Des Moines, is a familiar figure in the city's business circles. He speaks of LIFE in this way, "National brands have really helped us to grow. LIFE's tremendous selling power, along with its vast audience, is felt in every one of our stores. We have proved this to ourselves a good many times, a product which is advertised in LIFE always results in added sales for us."

mendous selling power, along with its vast audience, is felt in every one of our stores. We have proved this to ourselves a good many times, a product which is advertised in LIFE always results in added sales for us."



**Fred Maytag II**, (r.), Pres. of Maytag Co. in Newton, chats with Elmer Watkins. Mr. Maytag says, "My appearance in LIFE in '49 brought letters from all over the world. One, from a manufacturer in France, began a rewarding friendship."

Ackworth, Newton, Gladbrook, Cedar Rapids, and all Iowa. For in Iowa, as in every state, LIFE touches upon the lives of people, affects their activities and their businesses.

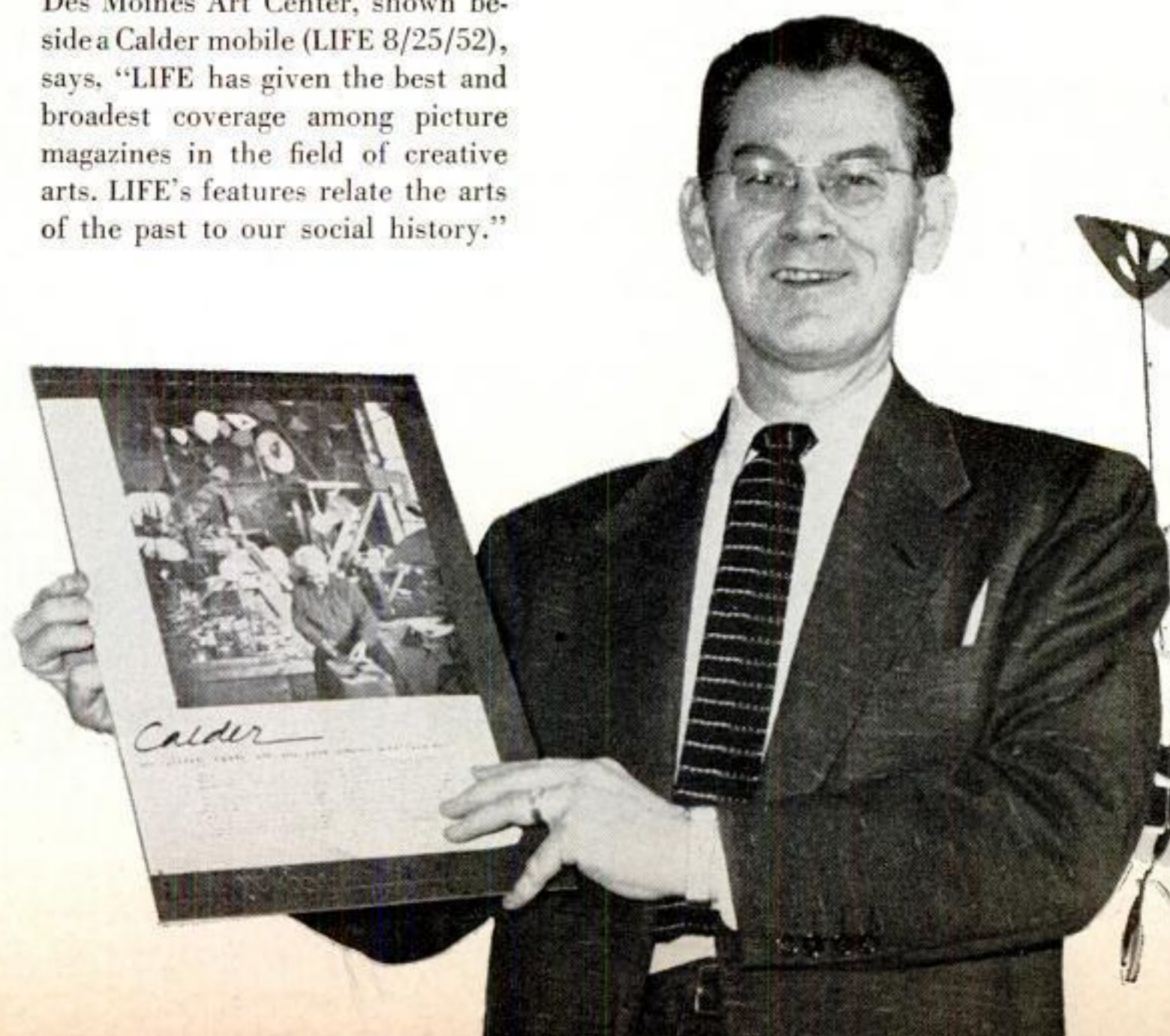
Governor Leo A. Hoegh (opposite) makes the point when he says, "LIFE is a welcome visitor to *Des Moines and Iowa*. Its articles and pictures are a starting point for many a friendly conversation wherever Iowans gather." The nature of LIFE's influence is best described by the words and pictures that follow.

**LIFE** 9 Rockefeller Plaza, New York 20, N.Y.

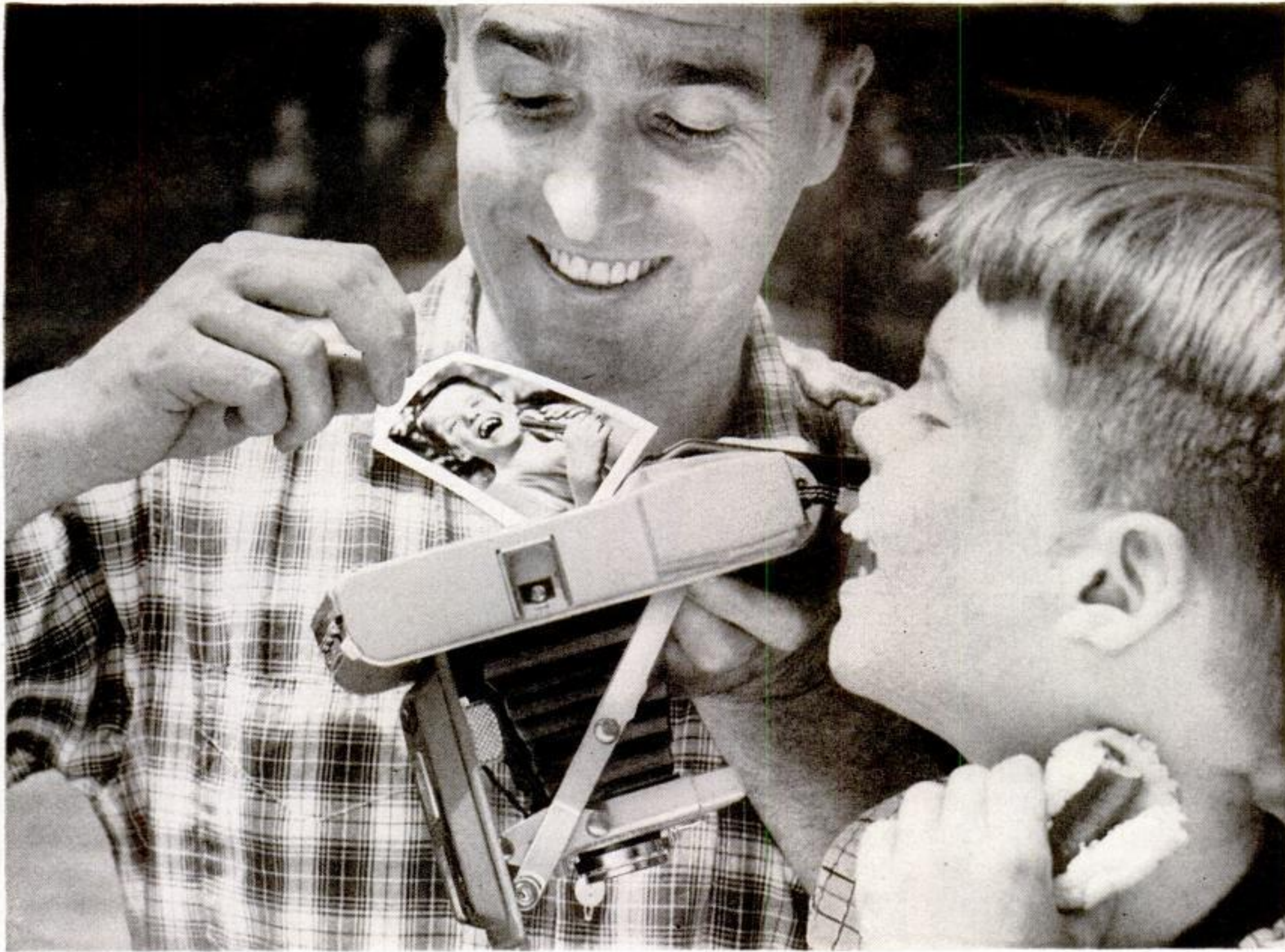


**Dr. H. Margulies**, Director Iowa Methodist Hospital's Heart Station: "LIFE's Nov. '54 article showing Dr. Lillehei's historic operation inside the human heart (see above) helped gain public confidence in our surgical techniques, leading directly to more lifesaving operations."

**Dwight Kirsch**, Director of the Des Moines Art Center, shown beside a Calder mobile (LIFE 8/25/52), says, "LIFE has given the best and broadest coverage among picture magazines in the field of creative arts. LIFE's features relate the arts of the past to our social history."







**FRIENDSHIP CLINCHED** as 14-year-old Dick Casey gives girl snapshot he just took of her. Girl, who was picnicking nearby, is in his junior high class.

← **TWO BITES LATER**, Casey shows his young son Johnny a picture of himself eating hot dog. Camera fascinated Johnny, who took several pictures himself. New camera is simple to use.

## 60-SECOND CAMERA GIVES NEW KICK TO FAMILY PICNIC

### Filling the family album becomes great sport

At this summer's picnics, a new piece of equipment kept cropping up, along with the hampers and thermos jugs: a unique camera that produces a finished picture in 60 seconds. Riding high in the postwar photography craze, the Polaroid Land Camera was snapped up by half a million Americans who had tired of waiting to get their pictures from the drug store.

This summer brought a remarkable panchromatic film from Polaroid and a great new wave of popularity for the camera. Loaded with this new film, the camera can produce, in 60 seconds, pictures so full of detail, so professional in quality, even the real camera bugs sat up and took notice. One man, William Casey of Emerson, N. J. who bought his camera on credit, says it's worth a lot more than the \$1.19 a week, just for picnics alone.

#### CURIOUS PICNICKERS GATHER AROUND, ATTRACTED BY THE FUN



**NEW HIGH-SPEED FILM** catches children in action, settles arguments over photo finish in wheelbarrow race. Because camera develops pictures on the spot, Casey was sure he had shots he wanted. Versatile film made beautiful portraits, which he later had enlarged and framed. Pictures last like any fine prints.





'PETE KELLY' OPENS ON MOURNERS AND A DEAD MUSICIAN'S CORNET

## Prologue to Blues

### A FUNERAL OPENS WEBB'S JAZZ FILM

The painstaking authenticity that Jack Webb of *Dragnet* puts into his radio and TV shows bursts right out on the screen at the opening of Webb's latest movie, *Pete Kelly's Blues*. A superbly realistic oldtime New Orleans jazz musician's funeral sets a somber mood for the tale of a peace-loving bandleader who is eventually forced to declare war on a gang of racketeering music agents. The realism is achieved at the expense of plot, which in the case of *Kelly* is a patchwork affair with holes in it big enough to drive a hearse through. But the brilliantly re-created backgrounds and props of the Prohibition 1920s, dead-pan Webb violence and the high-class jazz talent (*next page*) manage somehow to add up to an entertaining mixture of music and mayhem.



BEFORE EMPTY GLASS HEARSE SMALL MOURNER WAITS WITH FLOWERS

CONTINUED



ARE YOU REALLY LOVELY TO LOVE?

## Are you always fresh as a daisy?

You'll be fresh as a daisy, morning, noon and night—when you use Fresh Cream Deodorant daily!

**Fresh contains the most effective perspiration-checking ingredient known to science!**

Fresh is extra effective . . . yet it's kind to skin. Creamy smooth, not sticky, not greasy. Has a delicate fresh fragrance. Use Fresh Cream Deodorant every day—have an air of freshness always.

### COMPARE!

See if your present deodorant is as effective as Fresh

Test it under one arm. Use Fresh Cream under the other. See for yourself if Fresh doesn't stop odor best, keep underarms drier, protect clothes better than any other deodorant you've ever used.



a *Fresh* girl is always  
lovely to love

*Fresh* is a registered trademark of Pharma-Craft Corporation. Also manufactured and distributed in Canada.



You Can Depend On  
**STRONGER Yet SAFER**  
**ANACIN**  
to relieve  
**PAIN**

**Won't Upset  
The Stomach**

Anacin® not only gives stronger, faster relief from pain of headache, neuritis and neuralgia—but is also safer. Won't upset the stomach and has no bad effects. You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients. Scientific research has proved no single drug can give such strong yet such safe relief as Anacin. Buy Anacin Tablets today! At all drug counters.



**INGROWN NAIL**  
Hurting You?  
**Immediate Relief!**

A few drops of OUTGRO® bring blessed relief from tormenting pain of ingrown nail. OUTGRO toughens the skin underneath the nail, allows the nail to be cut and thus prevents further pain and discomfort. OUTGRO is available at all drug counters.

**GREAT FOR GOING PLACES!**



**NCB**  
**Travelers Checks**

From home to Rome and back again—or wherever in the world you go—carry National City Bank Travelers Checks. Known as "The Traveler's Friend" these famous checks are like a bodyguard, protecting your travel money on every trip. Spendable like cash, but safer; you get a full refund quickly if they are lost or stolen. Cost 75¢ per \$100. Buy them at your bank.

The best thing you know  
wherever you go

**NATIONAL CITY BANK**  
**TRAVELERS CHECKS**

Backed by  
The First National City Bank of New York  
Member Federal Deposit Insurance Corporation

**KELLY'S MUSICAL PALS**



AS HORN-PLAYING BANDLEADER Pete Kelly, Jack Webb struggles with rich girl (Janet Leigh) who has swiped cornet at one of her wild parties.



AS NIGHTCLUB HOSTESS Maggie Jackson, blues singer Ella Fitzgerald welcomes Pete. She sings classic *Hard-hearted Hannah*, new Pete Kelly's *Blues*.



AS NIGHTCLUB SINGER, musical headliner Peggy Lee goes to pieces from alcoholism in film, but not before giving a fine rendition of old tune *Sugar*.

Look for these wonderful **MAZET®** and **LORETTE®** fashions (see opposite page)

Boepple Pullover ..... about \$ 6.00  
Boepple Cardigan Sweater ..... about \$ 8.00  
Peerless Skirt ..... about \$10.00  
Rosanna Sweater ..... about \$ 9.00  
Fligelman Jerkin ..... about \$ 9.00  
Darlene Pullover ..... about \$ 7.00  
Darlene Cardigan ..... about \$ 9.00  
Korday Skirt ..... about \$11.00  
Alex Colman Sweater ..... about \$12.00  
Alex Colman Skirt ..... about \$13.00

At These Fine Stores:

**PIZITZ** ..... Birmingham, Ala.  
**MONTGOMERY FAIR** ..... Montgomery, Ala.  
**KORRICK'S** ..... Phoenix, Ariz.  
**BUFFUM'S** ..... Long Beach, Calif.  
**THE MAY COMPANY** ..... Los Angeles, Calif.  
**HALE'S** ..... Sacramento, Calif.  
**WALKER-SCOTT CO.** ..... San Diego, Calif.  
**MACY'S SAN FRANCISCO** ..... San Francisco, Calif.  
**THE MAY COMPANY** ..... Denver, Colo.  
**THE HECHT COMPANY** ..... Washington, D. C.  
**BURDINE'S FLORIDA** ..... Fla.  
**COHEN BROS.** ..... Jacksonville, Fla.  
**O. FALK'S** ..... Tampa, Fla.  
**REGENSTEIN'S** ..... Atlanta, Ga.  
**J. B. WHITE AND CO.** ..... Augusta, Ga.  
**L. S. AYRES CO.** ..... Indianapolis, Ind.  
**BALL STORES** ..... Muncie, Ind.  
**ROBERTSON BROS.** ..... South Bend, Ind.  
**GOUDCHAUX'S, INC.** ..... Baton Rouge, La.  
**D. H. HOLMES, LTD.** ..... New Orleans, La.  
**FORBES & WALLACE** ..... Springfield, Mass.  
**THE J. L. HUDSON COMPANY** ..... Detroit, Mich.  
**WURZBURG'S** ..... Grand Rapids, Mich.  
**J. W. KNAPP CO.** ..... Lansing, Mich.  
**THE DAYTON COMPANY** ..... Minneapolis, Minn.  
**SCHUNEMAN'S** ..... St. Paul, Minn.  
**MACY'S KANSAS CITY** ..... Kansas City, Mo.  
**FAMOUS-BARR CO.** ..... St. Louis, Mo.  
**J. L. BRANDEIS & SONS** ..... Omaha, Nebr.  
**W. M. WHITNEY & CO.** ..... Albany, N. Y.  
**WM. HENGERER CO.** ..... Buffalo, N. Y.  
**MACY'S, NEW YORK** ..... New York, N. Y.  
**SIBLEY, LINDSAY & CURR** ..... Rochester, N. Y.  
**DEY BROTHERS** ..... Syracuse, N. Y.  
**M. O'NEIL CO.** ..... Akron, Ohio  
**STARK'S** ..... Canton, Ohio  
**SHILLITO'S** ..... Cincinnati, Ohio  
**HALL BROTHERS** ..... Cleveland, Ohio  
**F. & R. LAZARUS CO.** ..... Columbus, Ohio  
**ELDER & JOHNSTON** ..... Dayton, Ohio  
**LA SALLE & KOCH CO.** ..... Toledo, Ohio  
**ROTHCHILD'S** ..... Oklahoma City, Okla.  
**VANDEVER'S** ..... Tulsa, Okla.  
**HESS BROS.** ..... Allentown, Pa.  
**GIMBEL BROS.** ..... Philadelphia, Pa.  
**KAUFMANN'S** ..... Pittsburgh, Pa.  
**POMEROY'S** ..... Reading, Pa.  
**THE OUTLET COMPANY** ..... Providence, R. I.  
**AUG. W. SMITH CO.** ..... Spartanburg, S. C.  
**LOVEAN'S** ..... Chattanooga, Tenn.  
**MILLER'S** ..... Knoxville, Tenn.  
**THE JOHN GERBER COMPANY** ..... Memphis, Tenn.  
**CASTNER KNOTT D. G. CO.** ..... Nashville, Tenn.  
**E. M. SCARBROUGH & SONS** ..... Austin, Texas  
**A. HARRIS & CO.** ..... Dallas, Texas  
**POPULAR DRY GOODS CO.** ..... El Paso, Texas  
**STRIPLING'S** ..... Fort Worth, Texas  
**BOLEY'S** ..... Houston, Texas  
**FROST BROS.** ..... San Antonio, Texas  
**Z. C. M. I.** ..... Salt Lake City, Utah  
**FREDERICK & NELSON** ..... Seattle, Wash.  
**THE CRESCENT STORE** ..... Spokane, Wash.  
**GIMBEL BROTHERS** ..... Milwaukee, Wisc.

**CAVALIER** CLEANS RECOLORS REFINISHES  
**BRUSHLESS**  
**COLOR-RENEW**  
**Shoe Dressing**

Sold only by shoe men because they know shoe care best. CAVALIER CO. Baltimore, Md. Oakland, Cal.

**LIPS SORE?**  
**Blistex** POCKET SIZE 39c HIGHER IN CANADA  
BEST FOR  
**COLD SORES** **CHAPPED LIPS** **FEVER BLISTERS**

**NEW!**  
**Sta-Rite**  
**BONUS PACK** Includes 72 Cushion Tip bob pins and 2 side clasps. 25¢  
Sta-Rite Ginnette Lou, Inc. velle, Ill.

**Housework's Harder**  
When Corn Pain Strikes!  
Dissolve throbbing corns quickly, safely with Gets-It! Medication helps ease pain so fast, makes corn easy to remove. Don't suffer corn pain another day! Ask for Gets-It. Use It—today!  
**GETS-IT** LIQUID CORN REMOVER





\*Du Pont's acrylic fiber

## 4 SMART GIRLS MIX MARVELOUSLY IN FALL SEPARATES of **MAZET**® and **LORETTE**®... all wonderfully washable

THEY'RE SMART in choosing sweaters of Mazet® yarn of 100% Orlon\* by Milliken—so *comfortable* because they're light and soft as cashmere... so *smart* because of their luscious fall colors... so *practical* because they're washable, never need blocking, always hold their shape without ever sagging or bagging.

They're smart in choosing new fall separates of Lorette® 55% Orlon\*-45% wool by Milliken... completely washable; stay in shape; seldom need pressing because wrinkles hang out; stay new-looking, longer! Lorette is available by the yard in fine stores everywhere. Left to right—fashions by these famous makers: Boepple

sweater—Peerless skirt; Rosanna sweater—Jos. Fligelman jerkin, skirt; Darlene sweater—Korday skirt; Alex Coleman sweater, skirt.

by *Milliken*

MILLIKEN WOOLENS, INC., 1407 BROADWAY, NEW YORK 18, N. Y. • SEE COLUMN OPPOSITE FOR THE STORE NEAREST YOU FEATURING MAZET® AND LORETTE®.



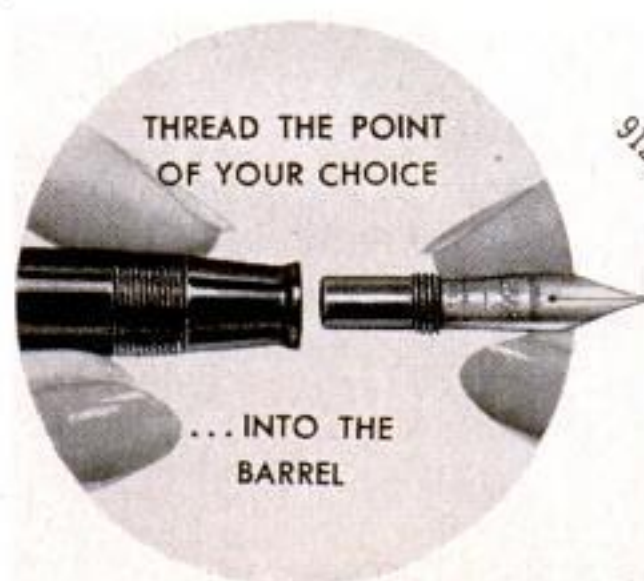
# Esterbrook®

FOUNTAIN PEN



## Every Inch Your Personal Pen ... All Ways And Always

This pen you can have any way you like. More than 30 different points let you choose the right point for the way you write. There are 4 barrel sizes, too, to give you the right feel in your hand. And, of course, there's your favorite color. Choose your Esterbrook Fountain Pen for point, for size, for color—for your pocket, for your desk—at any pen counter. Get a matching Esterbrook Push-Pencil at the same time.



## Choose the right point





**MATCHING PEN AND PENCIL SETS** • **Petite Purse Set** in its own findable case. Dainty pastel colors. **Deluxe Pocket Set** handsome deep-toned barrels, lustrous metal caps. **Standard Pocket Set** beautiful pearlescent colors.

**ESTERBROOK PUSH-PENCILS** • A style and color to match every Esterbrook Fountain Pen. Write for months without reloading. Push the cap to feed up to 360 new sharp points—one right after the other.

**Esterbrook**® *The world's most personal fountain pen*



for the way you write...by number



# Most power per dollar in its field!



THE STAR CHIEF CONVERTIBLE

Seldom in history has a car won so many new friends so fast as the '55 Pontiac.

Every month brings a new sales record as motorists of every income level, *and owners of every other make*, change to this big, future-fashioned car.

Its smart distinction started it, of course. Everybody likes a car of unduplicated beauty.

But what keeps sales climbing is the word from owners that Pontiac performance, too, is something new to the world!

The brilliant difference is apparent from the first touch of the accelerator—in silken-smooth, effortless action at every road speed.

It's confirmed every time you ask for extra getaway or a burst of passing power—in the instant, flashing "go" that sweeps you safely on your way.

In fact, you'll decide, after one trial run, that there's nothing to match a Pontiac for sheer driving pleasure. And you'll be right, because this great performance comes from the indus-

try's most advanced power plant, the Strato-Streak V-8. *And only Pontiac has it.*

The Strato-Streak gives Pontiac the highest horsepower in its field by a generous margin. In fact, there are cars way up the price scale that can't match Pontiac's terrific drive.

That's one reason why you'll be glad you bought a Pontiac. Drive the car and you'll learn the rest—comfort, luxury and handling ease just as far beyond any other car at Pontiac's price! Come in and confirm it—today.



The mode-of-tomorrow beauty of Pontiac styling is echoed within by colorful modern fabrics in smart two-tone combinations. You'll see no interiors more luxurious in any other car—at any price!



## Pontiac

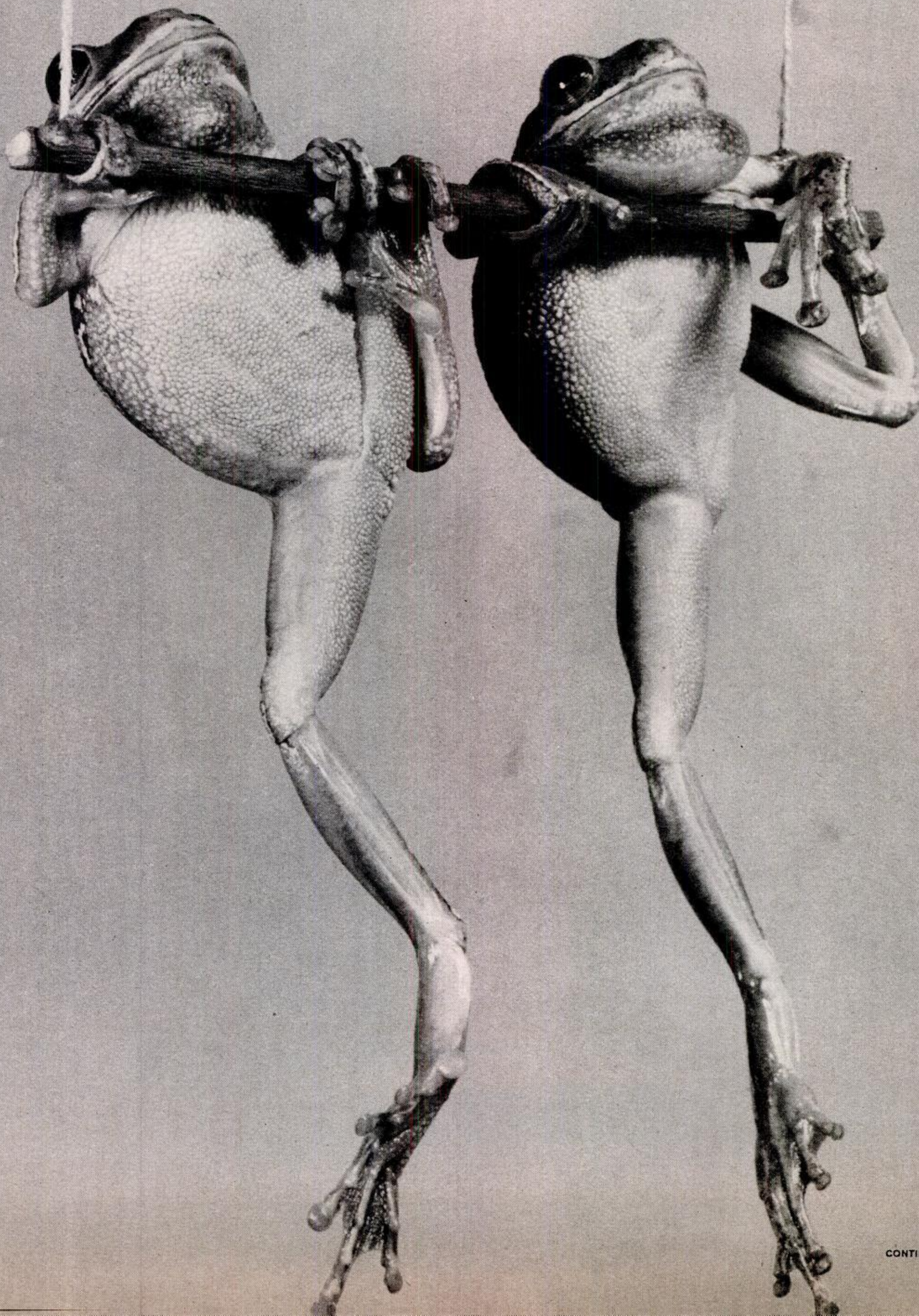
WITH THE SENSATIONAL STRATO-STREAK V-8

SEE YOUR NEAREST PONTIAC DEALER



# FROGS FROM TREES ON A TRAPEZE

Man, the creature with the highest I.Q., sometimes spends years learning tricks that creatures with scarcely any I.Q. perform with no training at all. Robert Hermes, a Florida photographer, owns a pair of tree frogs named Freddie and May. Removed from their arboreal habitat and given a tiny trapeze, they cavort uncoached in a miraculously precise partner act (*below*) and in acrobatics (*next pages*) that any circus performer would envy.





# BUT IT'S WOOL!



Now you can keep woolen clothes just as fresh as you keep your cottons! "Sanforlan"-labeled wools wash without shrinking out of fit—stay soft and smooth as new—never get stiff or matted. Buy "Sanforlan" wools for the whole family—skirts, sweaters, robes, jackets, slacks, shorts, dresses, children's things, yard goods.

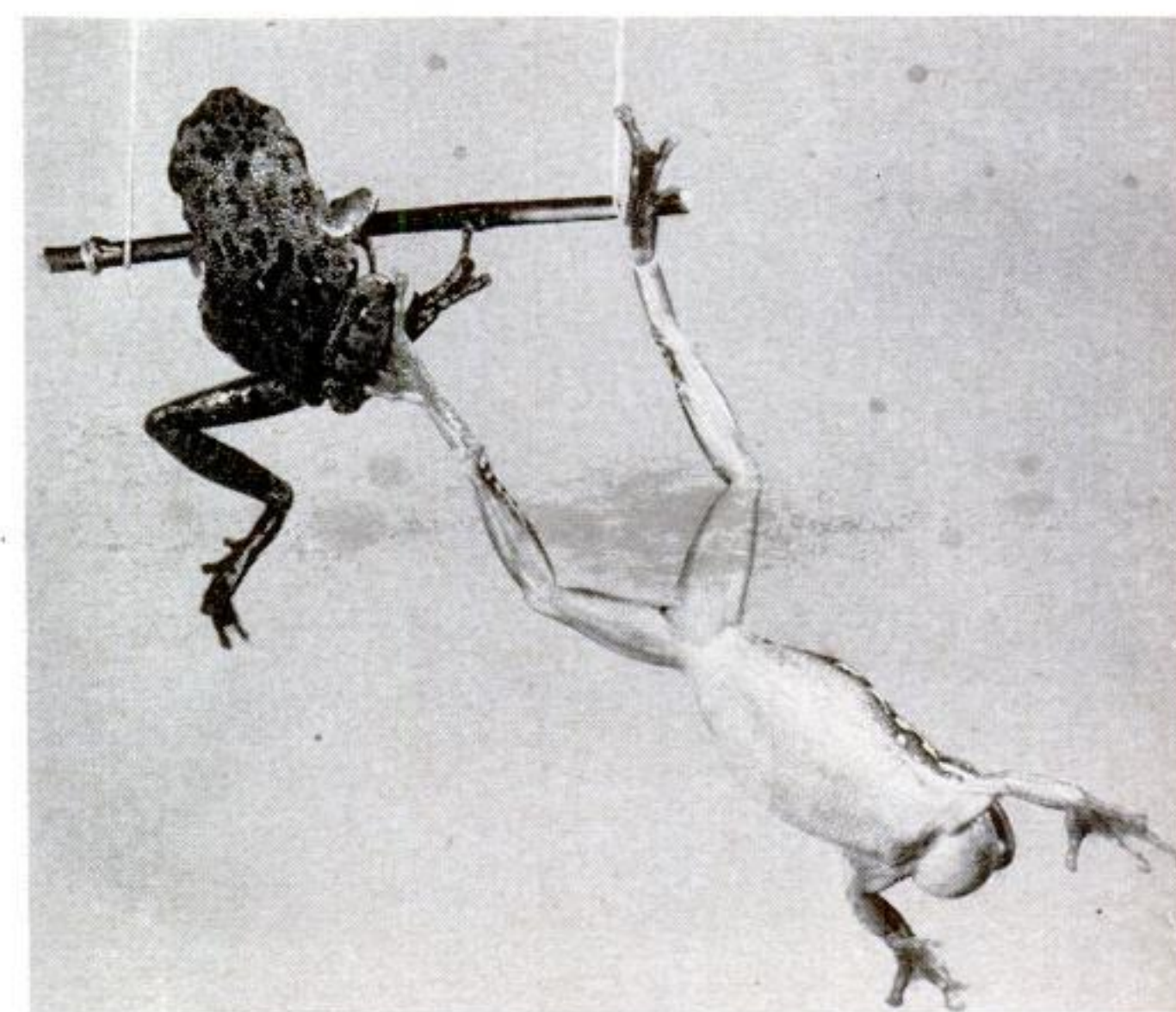
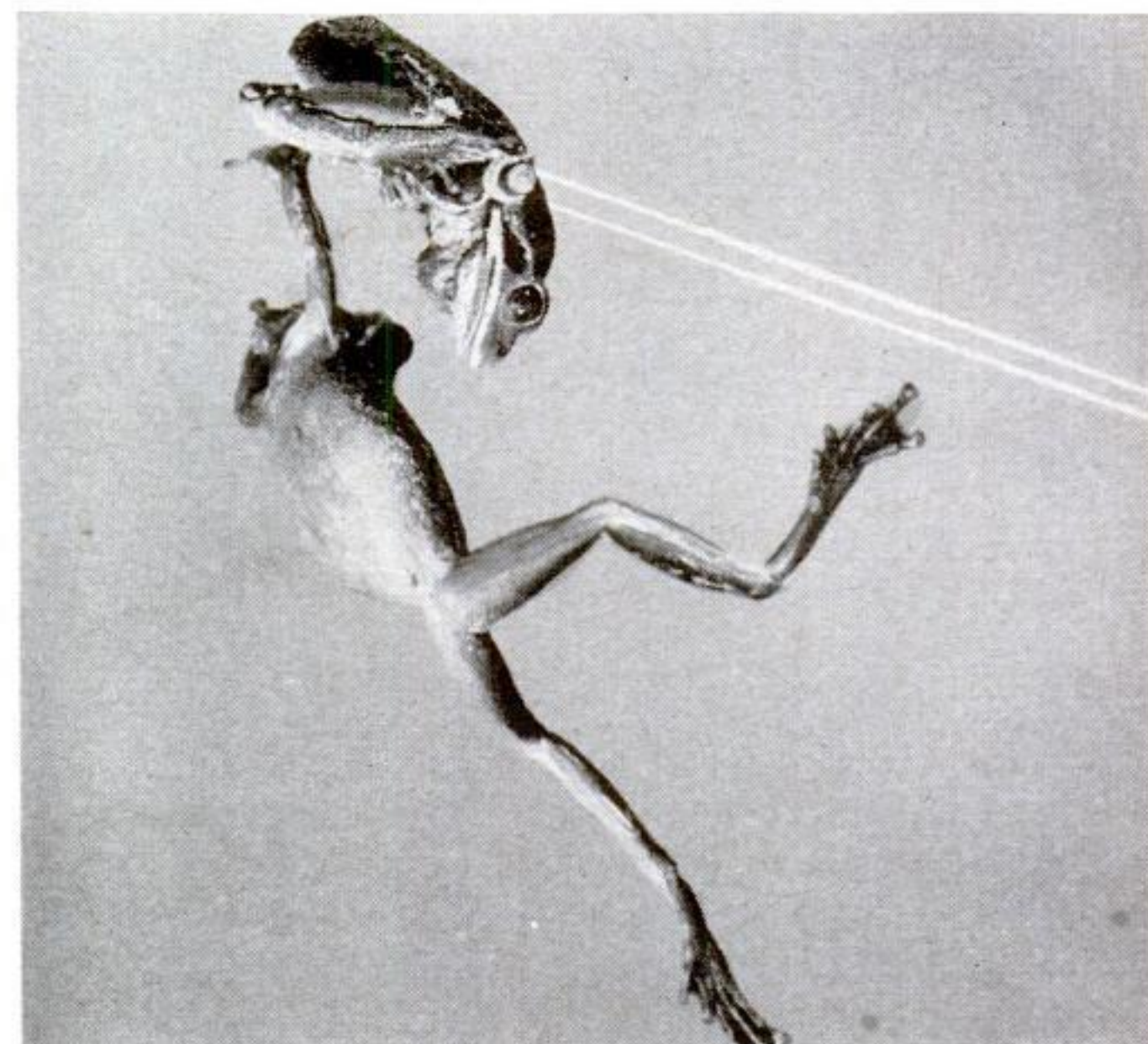
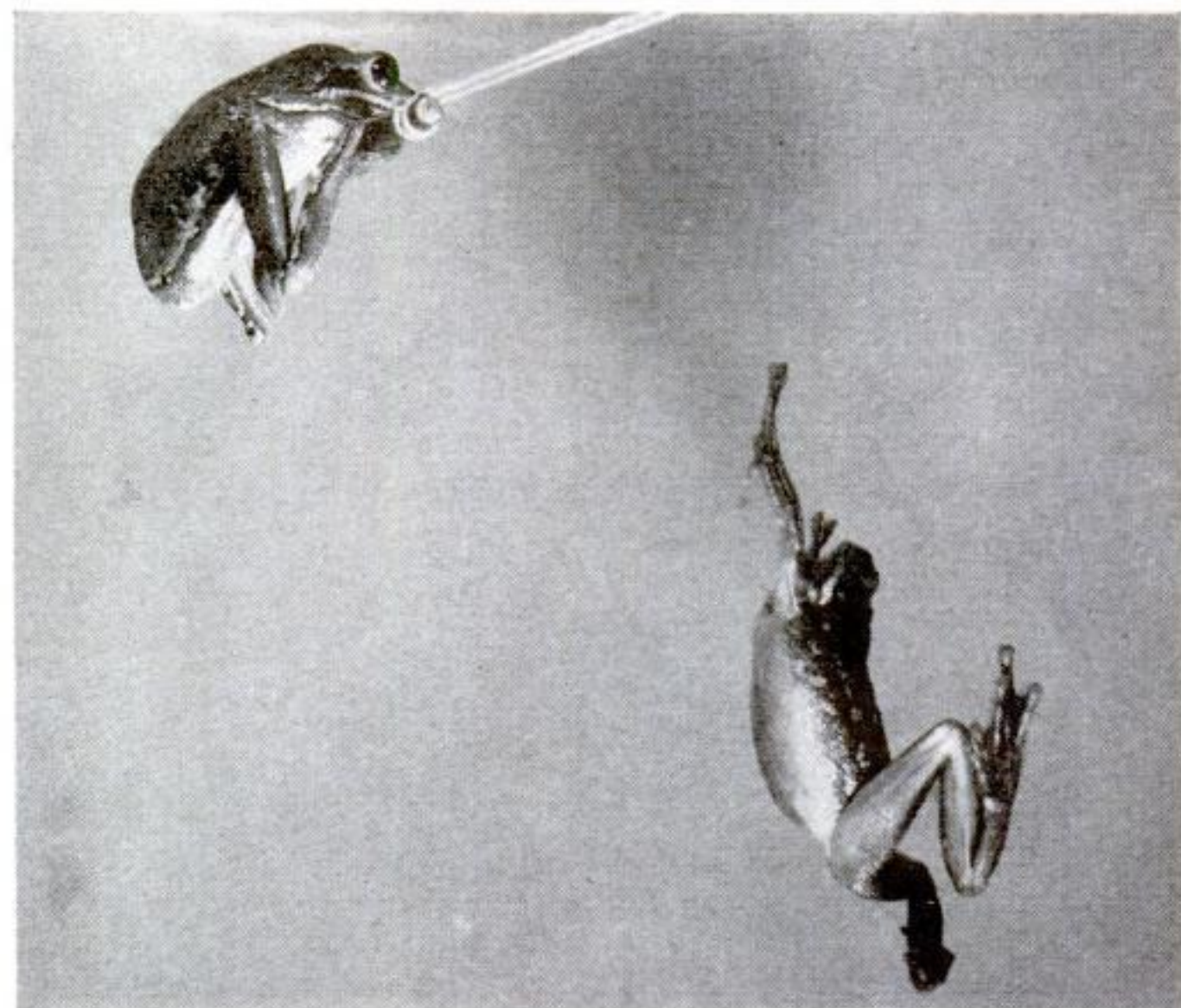
WOOLENS WON'T SHRINK OUT OF FIT WHEN THE LABEL SAYS

## SANFORLAN®

Brought to you by the "Sanforized" people. Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen fabrics or garments which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

Frogs CONTINUED

## WHEN FRED HOPS, MAY DROPS



AN AERIAL SWITCH takes place as one of Hermes' tree frogs, Freddie, leaps (top picture) resolutely toward a swinging trapeze bar on which the other frog, May, is riding like a circus aerialist. He makes a perfect catch in the middle picture while May looks. As he hoists himself onto the bar, May jumps clear.

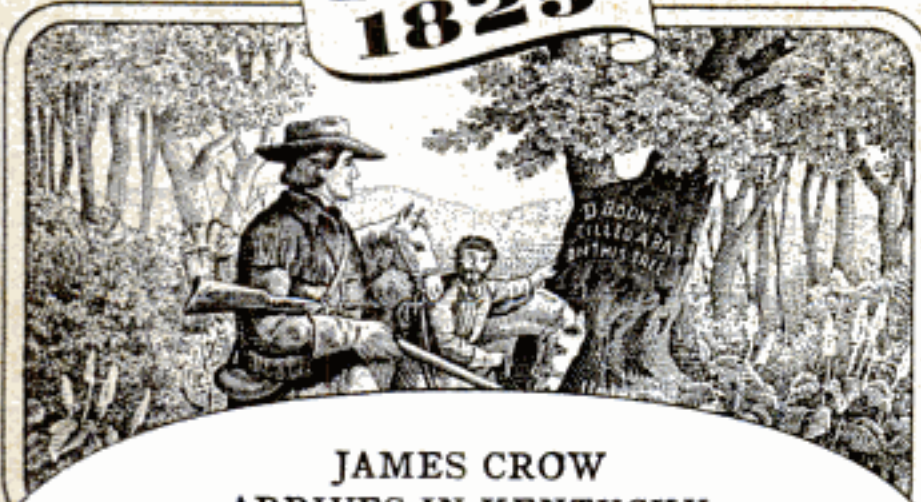
CONTINUED



# The Old Crow Calendar

Being a chronological and pictorial presentation of great and memorable events in the 130-year history of "the greatest name in bourbon."

1825



## JAMES CROW ARRIVES IN KENTUCKY

A physician and chemist by training, James Crow reaches the Kentucky frontier in 1825 and within a decade revolutionizes the making of Kentucky whiskey.

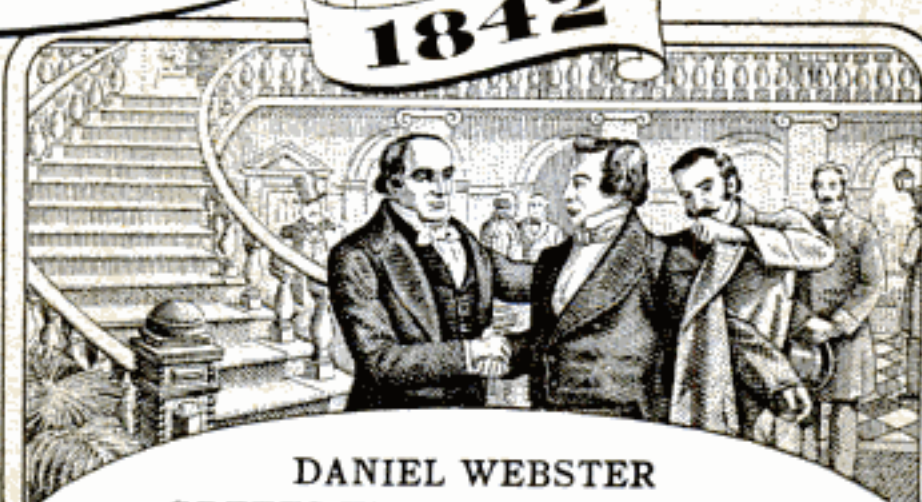
1840



## GEN. WINFIELD SCOTT AND HENRY CLAY ATTEND A DINNER

At home, or when dining out, as he did with Gen. Scott at Boulanger's restaurant in Washington, D. C., Senator Clay takes pleasure in introducing his guests to Old Crow.

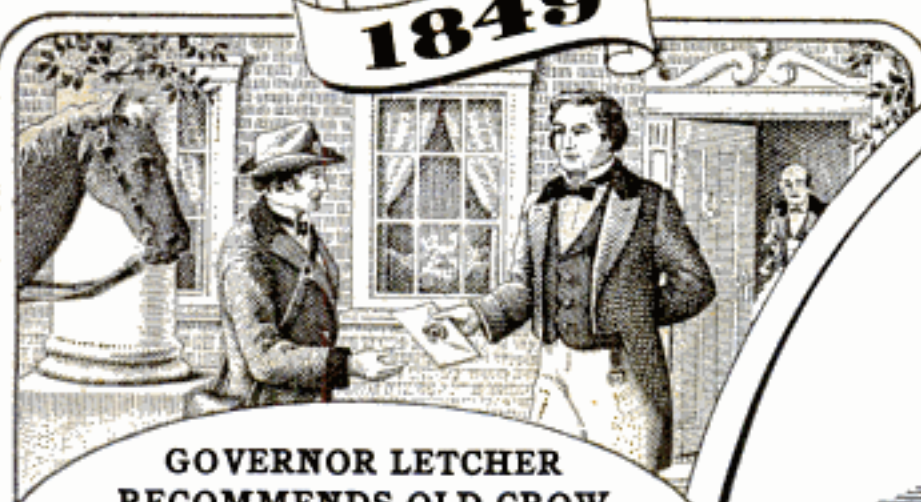
1842



## DANIEL WEBSTER GREETES WASHINGTON IRVING

It is in such distinguished company as this which often meets at Gadsby's in Washington, D. C., that the great American orator enjoys his favorite bourbon, Old Crow.

1849



## GOVERNOR LETCHER RECOMMENDS OLD CROW

The Governor of Kentucky (1840-44) writes a public official: "Never open your mouth unless it is to swallow a 'leettle'... Old Crow."

1955

Enjoy the whiskey  
of celebrated men

# OLD CROW

now milder  
and lower-priced!

Year after year, success has followed success for Old Crow... the finest Kentucky whiskey ever put into glass! Tonight, treat yourself to the favorite whiskey of men of history. Call for Old Crow—either the milder 86 Proof or the historic 100 Proof Bottled in Bond!



## NOW—TWO GREAT BOTTLINGS!

### 86 PROOF

Milder, lower-priced than the historic 100 Proof Bond.

### BOTTLED IN BOND 100 PROOF

The most famous of bonded bourbons available as usual.

BOTH KENTUCKY STRAIGHT  
BOURBON WHISKIES

"Greatest Name in Bourbon"

1858



## GEN. MORGAN WRITES OF OLD CROW

The man who later became the leader of Morgan's Confederate Raiders offers to send Old Crow to Dr. Fox of Lexington, Kentucky.

1876



## BRET HARTE ENJOYS A DRINK AT MARK TWAIN'S HOME

What finer whiskey to celebrate author Bret Harte's completion of one of his best stories, than Twain's favorite, Old Crow!

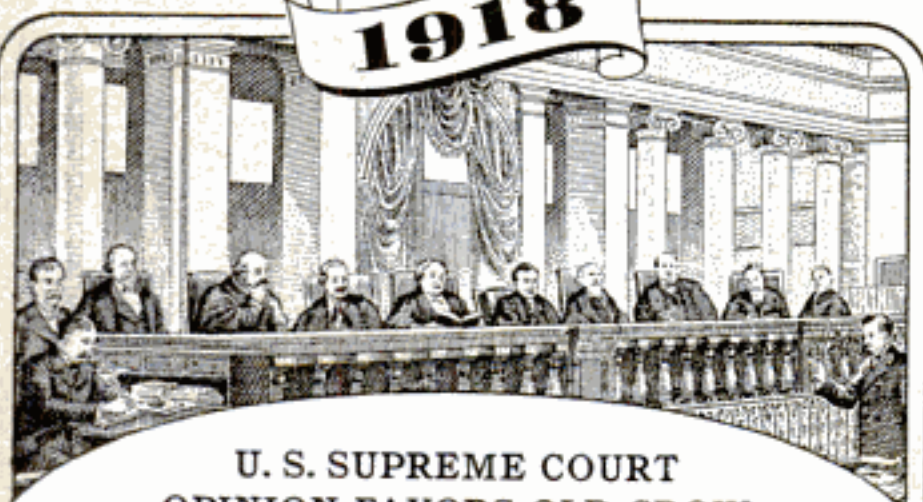
1908



## "SKAAL TO THE OLD CROW— IT IS BEST," SAYS JACK LONDON

The famous adventurer, world-traveler and author presents a bottle of Old Crow to his good friend, Martin Eden.

1918



## U. S. SUPREME COURT OPINION FAVORS OLD CROW

A unanimous decision of the United States Supreme Court brings to an end more than 1800 litigations involving the improper use of the Old Crow trademark.

1933



## THE OLD CROW DISTILLERY IS REMODELED

Following the repeal of Prohibition, Old Crow prepares for its re-introduction to the nation by remodeling its distillery, still located on the site of James Crow's original spring.

1953



Old Crow makes history with a lighter, milder bottling at a lower price!

## OLD CROW INTRODUCES MILDER 86 PROOF BOTTLING

For the first time in history, American whiskey buyers can enjoy a prestige bourbon at a popular price—Old Crow 86 Proof—companion to the historic 100 Proof Bond.



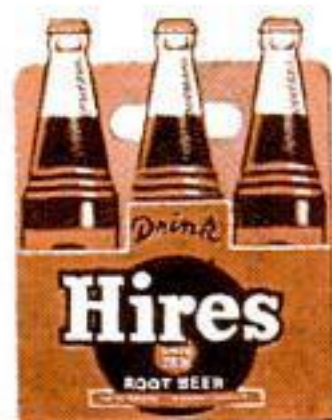
THE OLD CROW DISTILLERY COMPANY, DIVISION OF NATIONAL DISTILLERS PRODUCTS CORPORATION, FRANKFORT, KENTUCKY





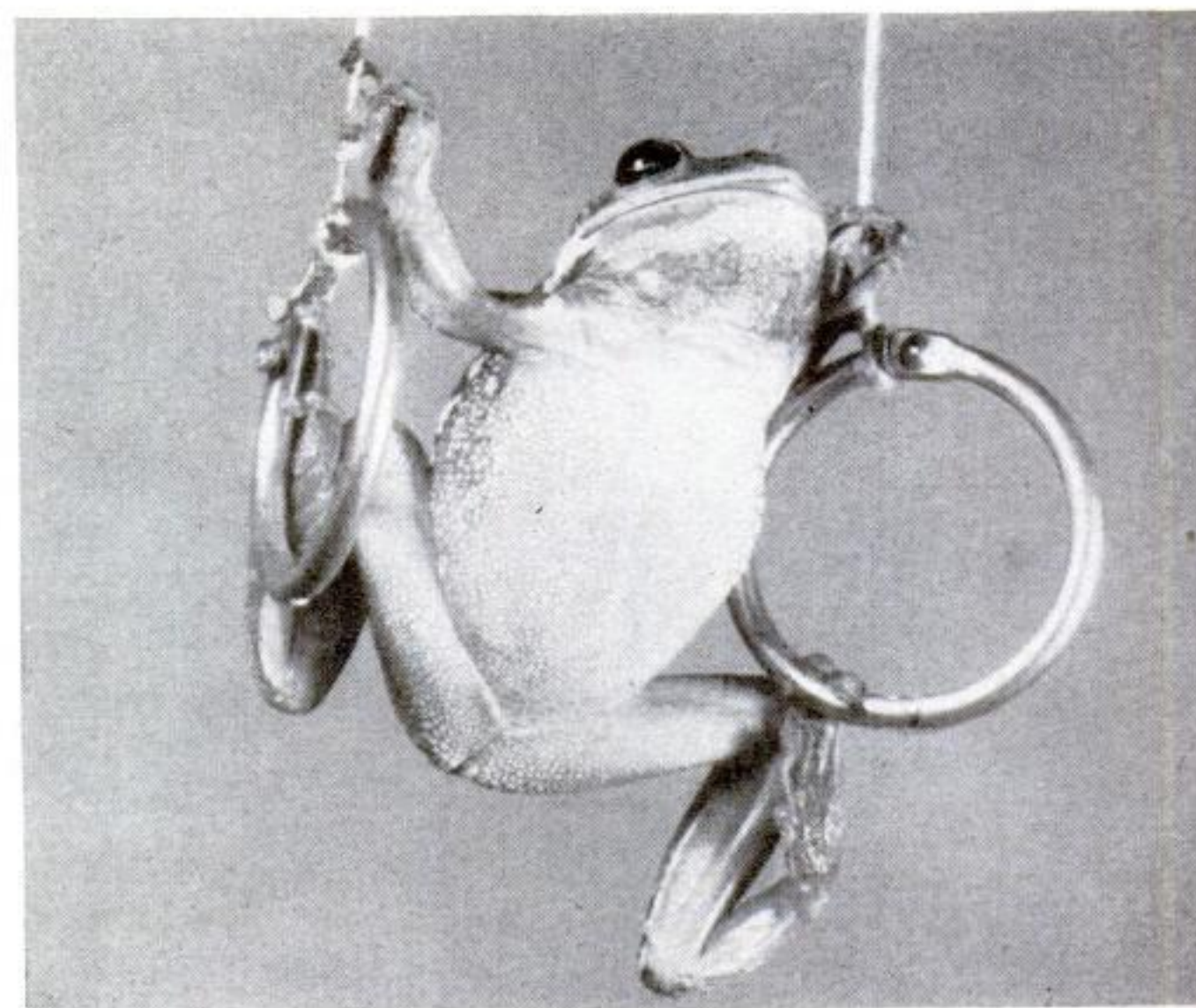
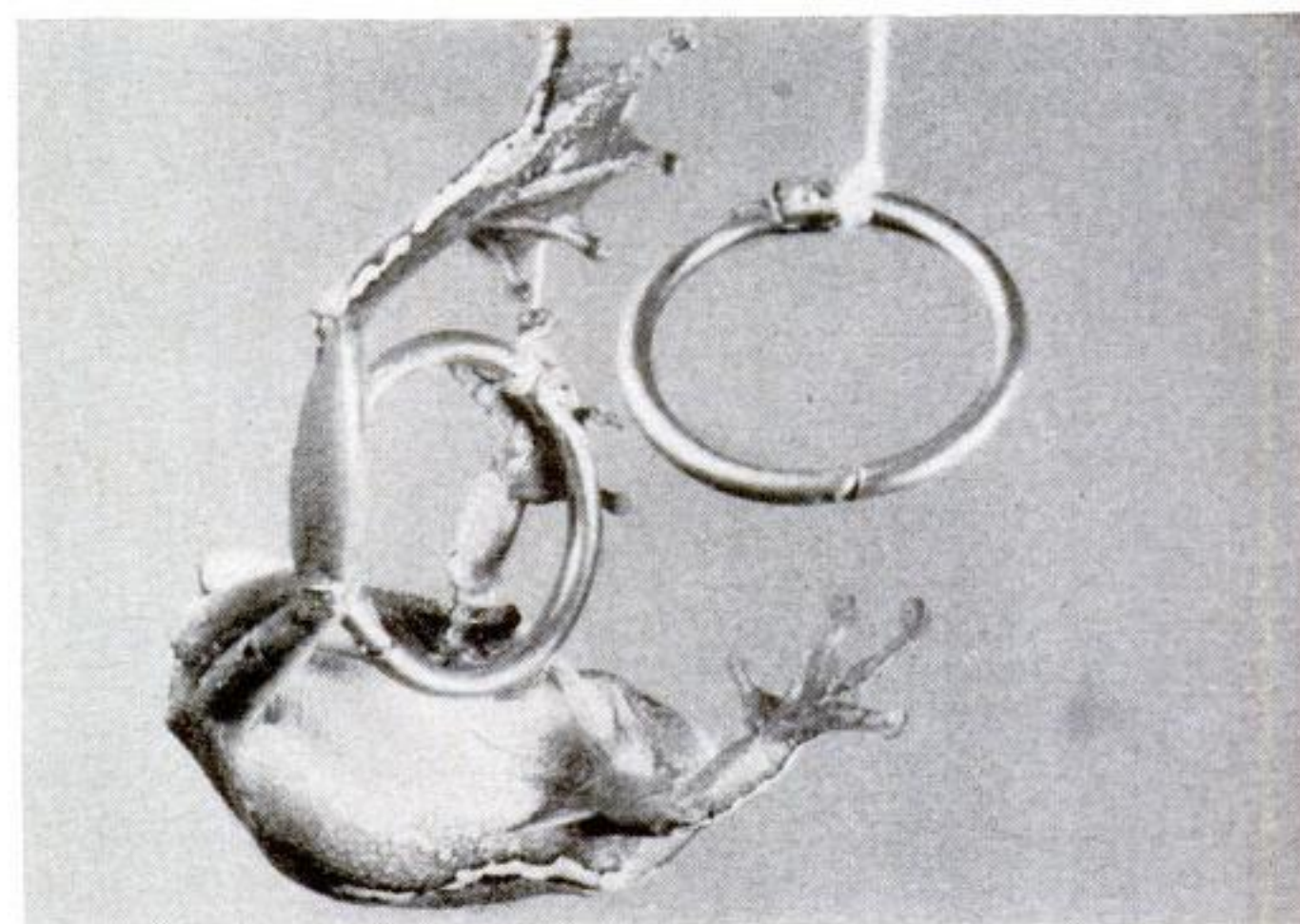
A hit . . . and run for a tall,  
tinkling glass of Hires—the root beer  
that refreshes right! It's balanced  
refreshment—blended as only Hires  
has done it since 1876. No wonder  
Hires is America's largest selling  
root beer. Have a Hires today!  
It's wonderful with snacks—  
or any time! At your dealer's  
or at fountains and dispensers  
everywhere. Hires to you!

**Hires**  
*Refreshes*  
**RIGHT!**



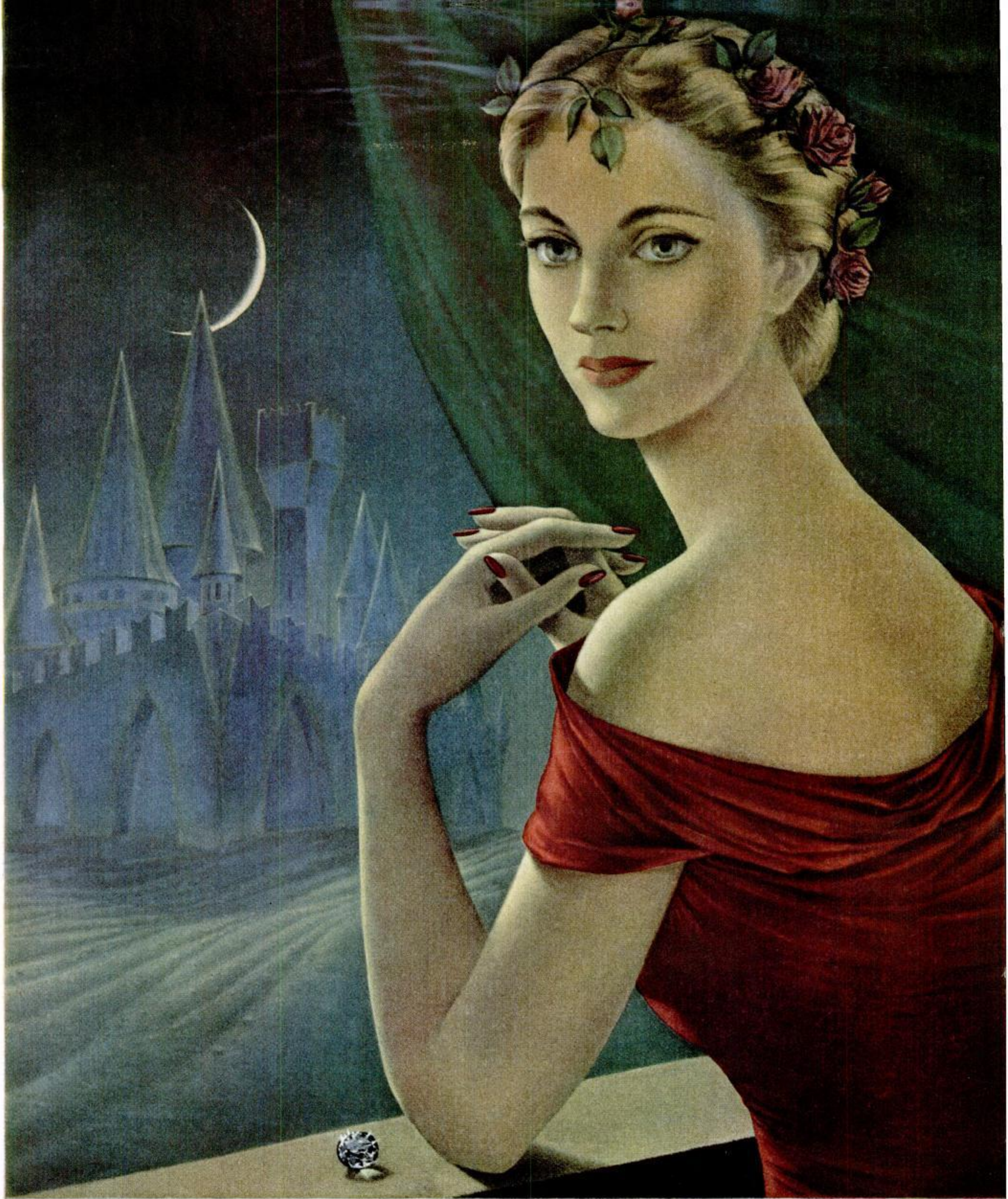
Frogs CONTINUED

## A DIFFICULT SWING ON A RING



**IN SOLO ACT** Freddie performs gymnastics on rings. He leaps into the air to make a grab of a ring (*top*), turns a somersault and reaches for the second ring (*middle*). In the bottom picture he puts a hind foot into each ring, grasps the strings and then pulls himself into a squatting position.





Lovely Dreamer . . . painted for the De Beers Collection by Pierre Ino, of Paris

$\frac{1}{4}$  carat (25 points) \$80 to \$205  
 $\frac{1}{2}$  carat (50 points) \$190 to \$455  
 1 carat (100 points) \$455 to \$1155  
 2 carats (200 points) \$1225 to \$3270



### To light a lover's dream

When love is new and fancy spins its myriad enchantments, an engagement diamond shines in gay accord. For the girl who wears it, and the man who shares her married world, it will recall their first happiness, always . . . and tell of their love in brilliant beauty until the end of time.

*a diamond is forever*

In April, 1955, jewelers throughout the country were asked for the prices of their top-grade engagement diamonds (unmounted) in the weights indicated. The result is a range of prices, varying according to the qualities offered. Exceptionally fine stones are higher priced. Add Federal tax. Exact weights shown are infrequent.

H. W. AYER & SON

Your engagement diamond need not be costly or of many carats, but it should be chosen with care. Remember, color, cutting, and clarity, as well as carat weight, contribute to its beauty and value. A trusted jeweler is your best adviser. Extended payments can usually be arranged.

De Beers Consolidated Mines, Ltd.



A great  
new tu-tone  
**PAPER-MATE**  
(TRADEMARK)

styled in the  
multimillion-dollar  
new car colors!

**6 NEW FEATURES**

New durable tenite stays colorful and bright • New widco\* ink ends "stop-and-go" writing • New silvered tip starts faster, writes smoother • New one-click, positive-retractor action • New "hold-fast" clip stays tension-tight • New choice of fine or medium point.

Match your new car with a  
De Luxe **PAPER-MATE** pen.  
(TRADEMARK)



\*TM

Still only  
\$ **1<sup>69</sup>**

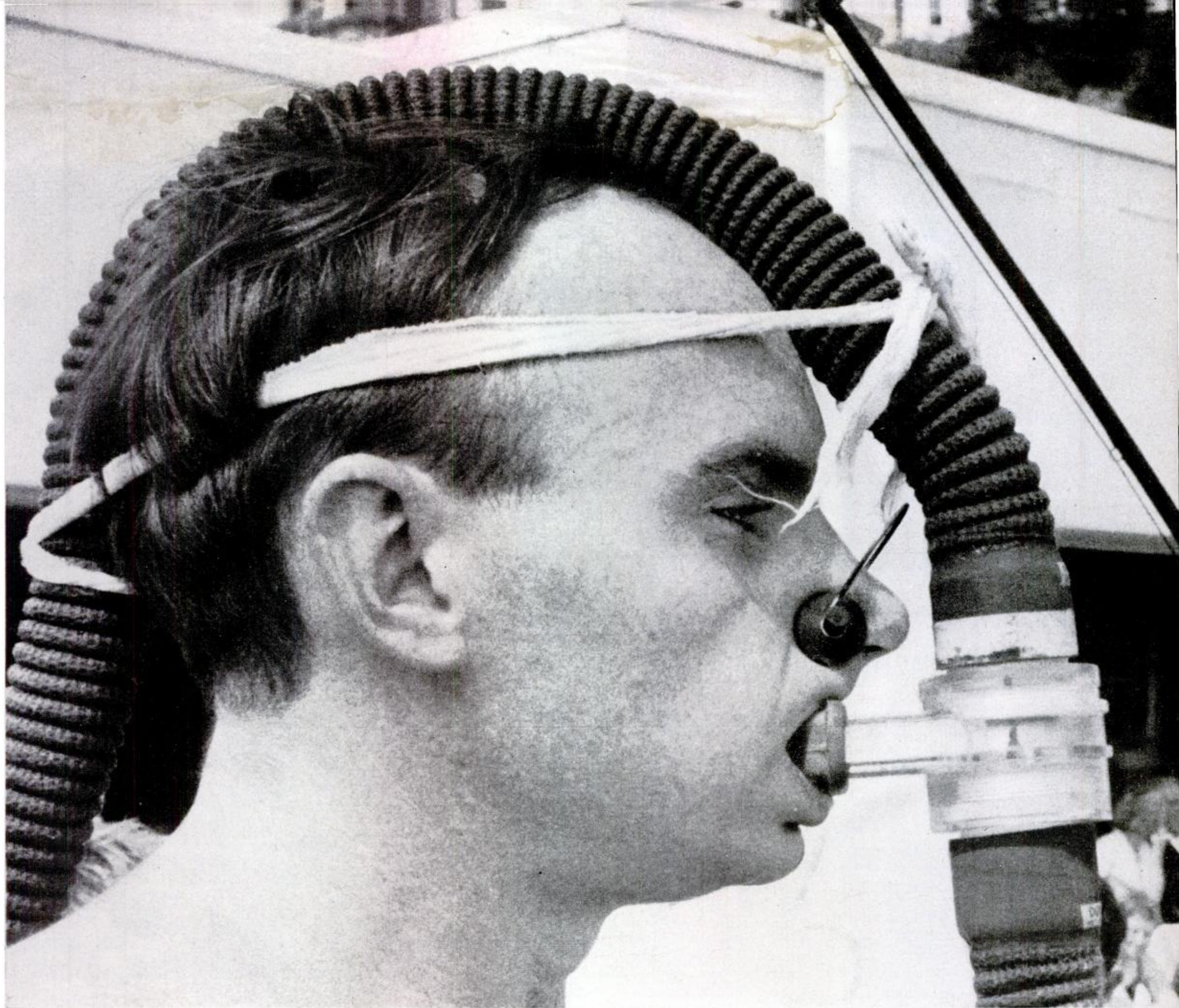
THE PAPER-MATE CAPRI SHOWN WITH THE TWO HEARTS IS A JEWELRY-FINISHED, LUXURY PEN. ONLY \$2.95.

GENUINE PAPER-MATE REFILLS AVAILABLE EVERYWHERE. 49¢.

Look for the two hearts on the clip. They mean genuine Paper-Mate quality.

Copr. 1955, Paper-Mate Co., Inc.





AT POOL, NEW ZEALANDER DON BRANCH TRIES OUT CONTRAPTION WHICH WILL MEASURE HOW MUCH CARBON DIOXIDE HE EXHALES WHILE SWIMMING

## CHECKUP ON CHANNELERS

**Swimmers indulge curiosity of a scientific team trying to find the secret of their staying power**

In an English swimming pool, swimmers from 13 countries getting ready for the annual race across 21 miles of choppy Channel water had an extra complication added to their rigorous training sessions. For three weeks a dozen British and U.S. scientists swarmed about, pinching, poking, weighing them under water, taking blood samples and X-rays and calibrating their oxygen consumption with weird gear. Their purpose was serious. They wanted to find out what enables some persons—notably successful Channel swimmers—to survive the stresses of cold water for up to 20 hours while average people become paralyzed in three to six.

When the race finally began from France, the scientists were ready. As each swimmer splashed ashore at Dover or was fished from the waves en route, doctors rushed to the spot by motor launch for a checkup (*next page*), gathered a mass of data that will take months to sort and interpret. They suggested one tentative theory: up to one third of a Channel swimmer's body should be fat, compared to one tenth for an average man.

UNDERWATER WEIGH-IN REVEALS HOW MUCH OF A SWIMMER'S WEIGHT IS FAT

CONTINUED







Dandruff on shoulders is excessive dandruff... a sign your scalp needs care

# DANDRUFF

Why it may be  
"the beginning of baldness"...

We don't claim miracles. We can't *prevent* baldness. Nor do we believe anyone can. But you should know the following facts about dandruff.

Dermatologists, while differing in their views as to causes of baldness, say that the condition symptomized by excessive dandruff *does* frequently lead to baldness.

1st STAGE:  
Spores of Malassez

## Seborrhea

Dandruff commonly arises from a disease of the scalp called *seborrhea*. Many leading dermatologists say that a causative agent of seborrheic dandruff is a tiny parasite called the *Spore of Malassez*—also known as *Pityrosporum Ovale*. In most men who have it, seborrhea progresses through three stages:

1. Dry white scales flake off your scalp, drop to your shoulders.
2. Moist, sticky scales appear on scalp. In many cases, hairs begin to die.
3. "Choking" of hair roots with fatty substance from glands, dead cells and dirt may occur. Result is increasingly "thin" hair, often *baldness*.

## A scalp hygiene program: the Kreml Method

Watch your general health; if you're "run down," see your doctor. Apart from that—give your hair and scalp the *right kind of care*. Here is an easy-to-follow home program—the Kreml Method—used professionally by leading barbers and hairdressers:

2nd STAGE:  
Bacilli shown  
may be present

TODAY, get a bottle of Kreml Hair Tonic. And make sure you have a good

shampoo on hand. TONIGHT, start the Kreml Method of treatment. Shake Kreml Hair Tonic *generously* on to your head. Massage your scalp vigorously.

Next, apply shampoo. Work up a thick lather—*without putting any water on your head*. Now, rinse with water. Lather again. Rinse. Dry your hair thoroughly. Shake on Kreml Hair Tonic—massage it in—comb hair in place.

**Tomorrow morning—and every morning:** Shake on Kreml Hair Tonic—rub it in—comb hair in place. Kreml Hair Tonic contains *just enough* oil to hold your hair the way you like it. There's no greasy, plastered-down appearance.

Improvement in condition of hair and scalp should come quickly. In more

3rd STAGE: Bacilli shown may be present.  
Hair growth may be affected

stubborn cases, repeat the Kreml-and-shampoo treatment again.

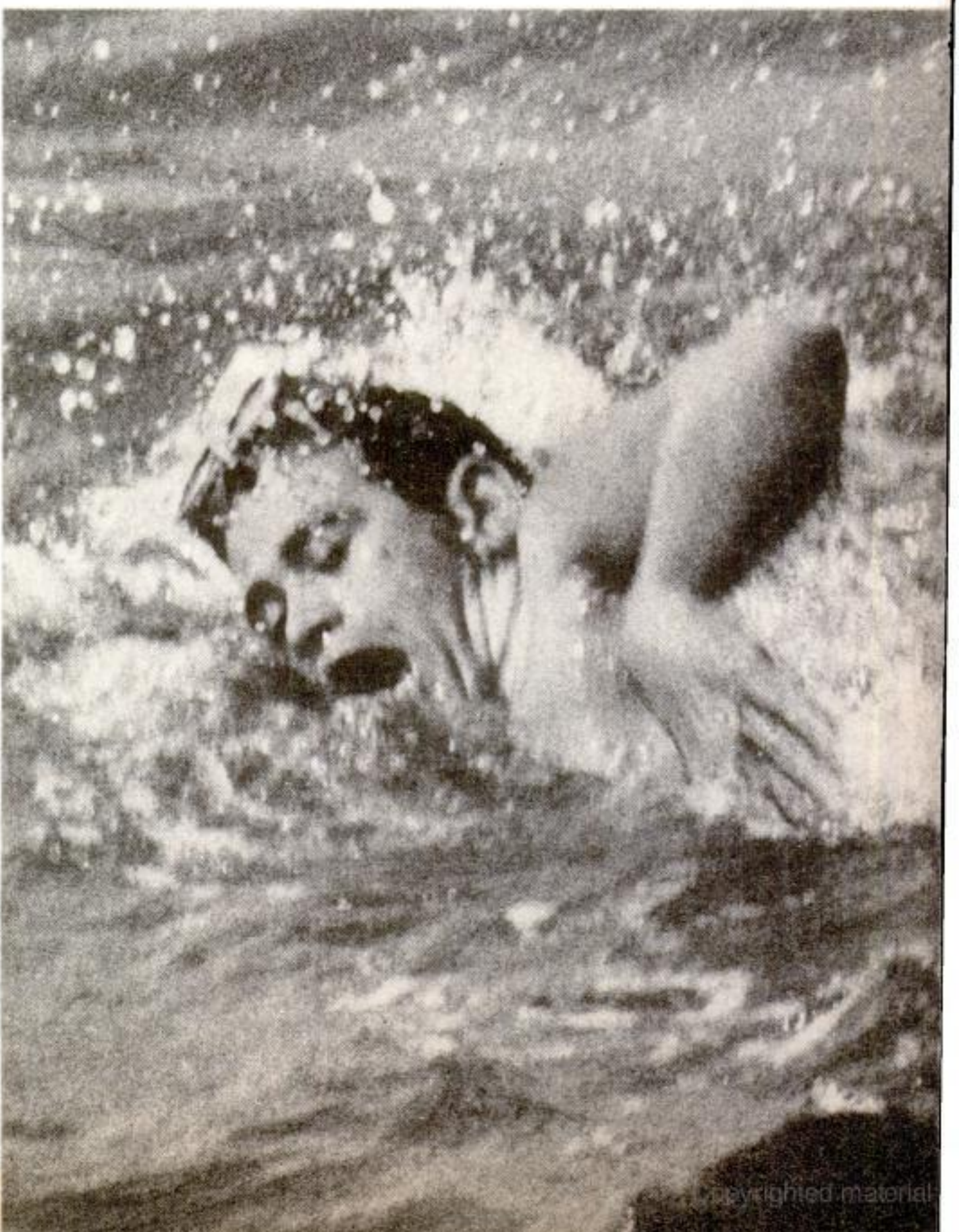
## Inhibits growth of bacilli

There is no known permanent "cure" for seborrheic dandruff. But Kreml Hair Tonic *does* inhibit the growth of bacilli and of the Spores of Malassez. And Kreml *has* helped thousands of men. Letters tell us so!

**Money-back offer.** Try the Kreml Method faithfully. If you are not entirely satisfied, mail Kreml label to J. B. Williams Company, Glastonbury, Conn.—tell us what you paid—and we will gladly refund your money.

Get Kreml Hair Tonic today. See how quickly Kreml makes your head *feel* better and *look* better!

# KREML HAIR TONIC







#### ONE SWIMMER FALLS FAST ASLEEP

A puzzle to the scientists was the case of New Zealander Margaret Sweeney, who fell sound asleep in the Channel after swimming for four hours, had to be dragged unconscious into boat (*left*). As doctors examined her (*right*), her trainer blamed a sleeping pill she took to combat insomnia night before race.



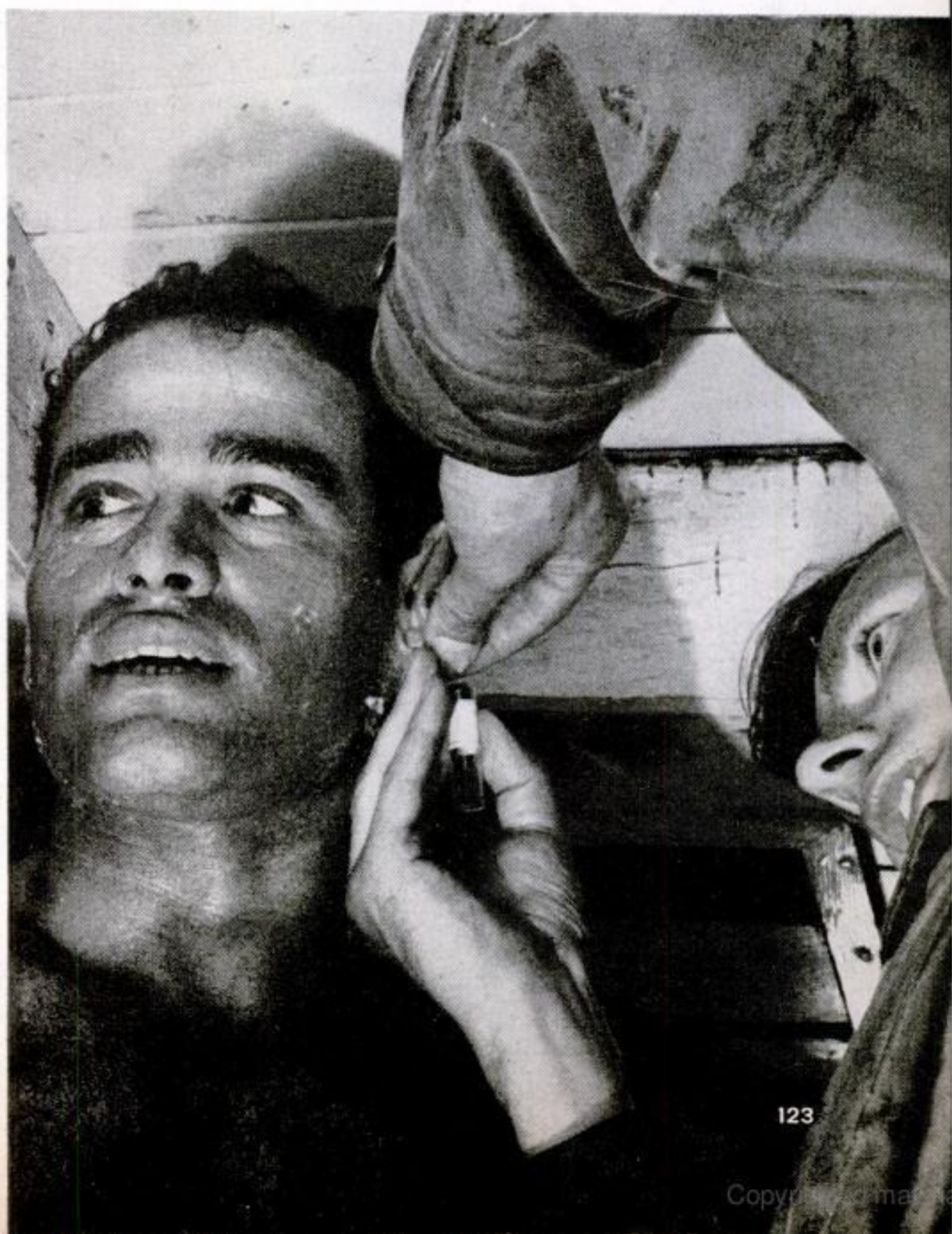
#### THE DOCTORS' PICK NEEDS CONSOLING

Favored to win race due to very high metabolism, great speed and strength, Thomas L. Parks of U.S. took early five-mile lead, finally staggered onto Dover rocks after 12 hours, 2 minutes (*left*), thinking himself sure winner. But manager Jack O'Brien, giving a consoling pat (*right*), tells him that he is second.

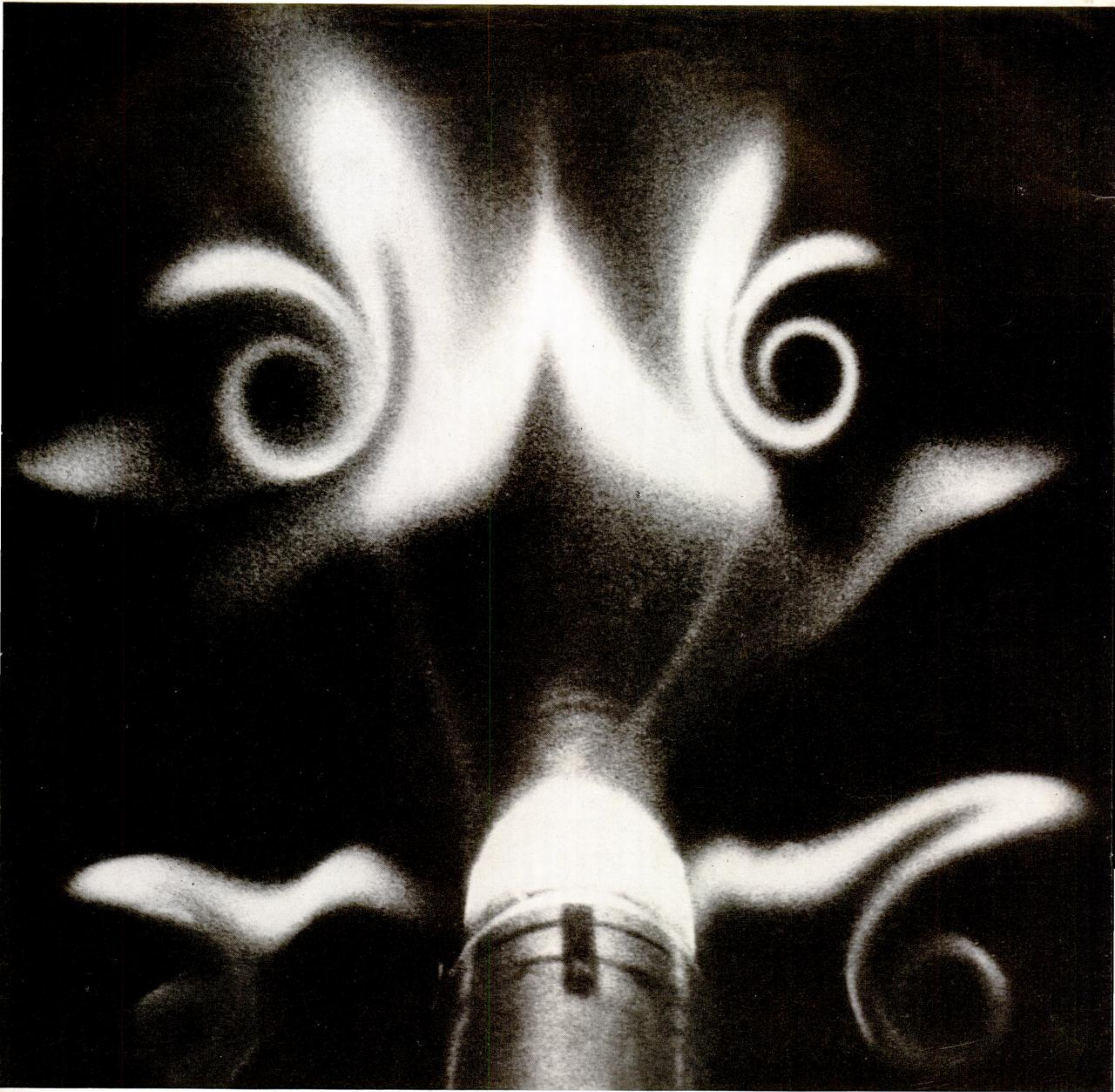


#### THE WINNER GIVES SOME BLOOD

Prime subject for the doctors' after-race tests was Egyptian Abdel Latif Abu-Heif who swam a steady 70 strokes per minute (*left*), was first to reach shore after 11 hours, 44 minutes. He passed Parks by steering straighter course. After victory, Abu-Heif gamely lets doctors take a last sample of blood from ear.







## FALSE FACE IN A WET WIND

In their search for shapes that will slip easily through the air at tremendous speeds, engineers at Ames Aeronautical Laboratory in California put a four-finned missile in their air tunnel and turned on a 1,000-mph watery wind. Behind the model, a light beam thrown across the tunnel was reflected toward a camera wherever it passed through droplets that were not flowing smoothly. The result was the outline of an odd face,

which gave engineers a revealing picture of the turbulence the missile produced. At bottom is the mount for the missile. The wavy line on either side of it is turbulence caused by the lower fins on the X-shaped tail. The W shape above is caused by the upper fins. Most difficult disturbances to control are the whorls at either side of the W which, though they supply the eyes for the false face, give engineers the willies.



**if you like fine things**  
(AND HAVE A KEEN SENSE OF VALUE)

# **PM IS** *for* **YOU**

*For pleasure in the home — (and a rainy  
day reserve in the bank) — practice wisdom  
in the marketplace. When shopping for  
fine whiskey, for example, choose smooth,  
celebrated PM and enjoy gemstone quality  
without ransoming your crown jewels!*

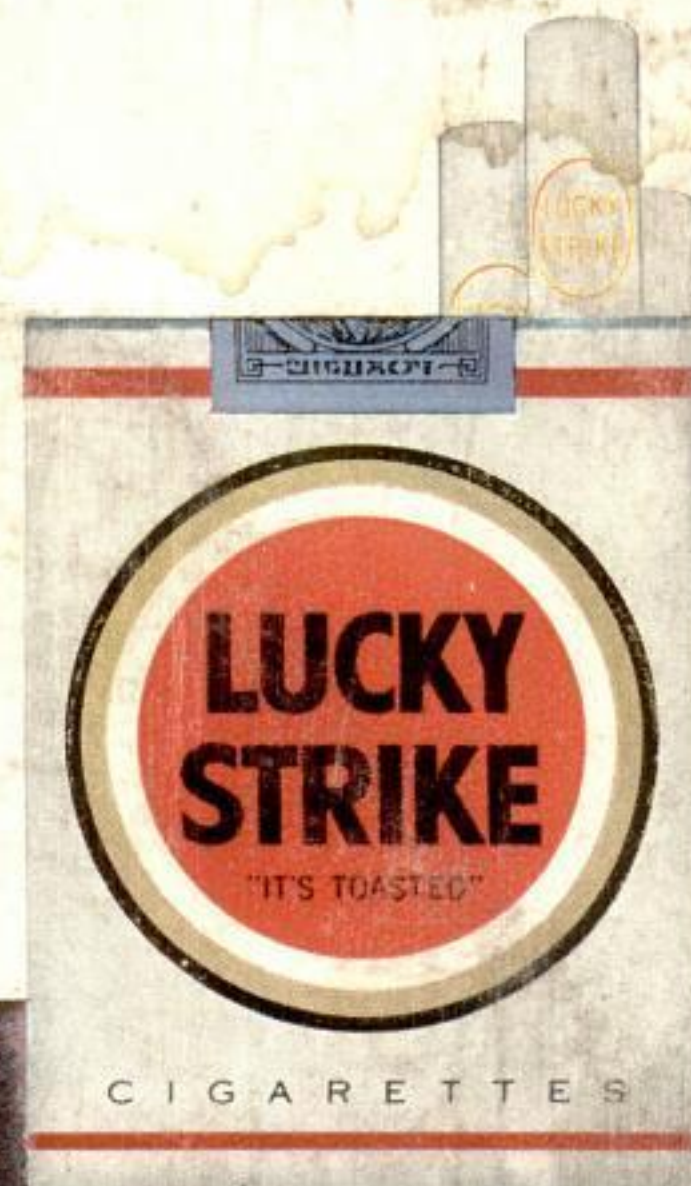


National Distillers Products Corporation, New York.



# Light up a Lucky— it's light-up time!

**THEY GO TOGETHER . . .** people and picnics and plenty of Luckies. Why Luckies, especially? It's simple: Luckies taste better. And for good reasons. First of all, Lucky Strike means fine tobacco. Then, this light, good-tasting tobacco is toasted. "It's Toasted" to taste even better . . . cleaner, fresher, smoother. So next time you light up, light up a Lucky. You'll have a picnic!



**"IT'S  
TOASTED"  
to taste  
better!**



The  
best-tasting  
cigarette  
you ever smoked!

## LUCKIES TASTE BETTER - *Cleaner, Fresher, Smoother!*

© A. T. Co. PRODUCT OF *The American Tobacco Company* AMERICA'S LEADING MANUFACTURER OF CIGARETTES